TECHNICAL ROOM

AUGUST 18, 1952 — PART II

BROADCASTING TELECASTING MARKETBOOK

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WHO

CONTINUES TO BE IOWA'S BEST MEDIA BUY

WHO is the only 50,000-watt, 1-A Clear Channel Station in Iowa. Daytime listening area includes nearly all of Iowa, Southern Minnesota, Northern Missouri and Western Illinois. BMB Report No. 2, March 1949, showed Daytime Audience of 639,330 families in 167 counties; Nighttime Audience of 719,670 families in 280 counties. Simple summary on request.

Since the BMB report was issued, WHO has completed one of the most modern plants in the U.S. The latest in 50KW transmitters and, more important to coverage, an innovation in AM broadcast antennas has been installed. The 780-foot, 300° vertical-directionalized antenna increases coverage *day and night*.

The 1951 Edition of the famed Iowa Radio Audience Survey shows that Iowa radio-set ownership is at an all-time high—98.9% in 1951, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—50.3% of Iowa's radio homes now have two or more sets, compared to 18.2% in 1940. Sets make today's audience; in Iowa homes equipped with two sets, 38.9% of the families report daily simultaneous listening to both sets—in homes equipped with three or more sets, 61.8% of the families report daily simultaneous listening to two or more sets.

Nighttime Listening Up In Spite of Television: Between 5 and 8 p.m., the 1951 Iowa Radio Audience Survey found increased radio listening for *every* quarter hour, 1951 over 1949, with an average increase of 28.8% for each of these twelve important quarter hours! (The hours 8 to 10 p.m. were covered only by the 1951 survey. It found a remarkably high average of 62.9% of all adults listening at each quarter hour!)

WHO, of course, continues to get the greatest share of Iowa listening. For *complete* information, write today for your complimentary copy of the 1951 Iowa Audience Survey. Or ask Free & Peters!

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

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1952 BROADCASTING Marketbook Number

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XUM

1ST Radio Station in Oklahoma

WKY

Reaches more homes in Oklahoma, day and night, than any other station!

336,280* daytime families — 327,010 Oklahoma Families

282,120* nighttime families — Oklahoma Families

*Figures from latest BMB Audience Report

Serving Oklahoma for 32 Years

1ST Television Station in Oklahoma

WKY-TV

Now on the Cable with

NETWORK NEWS

***Direct* to this great market!**

Yes, WKY-TV has always been FIRST* in covering this great Oklahoma Market! And now, with the added advantages of cable facilities, the WKY-TV audience continues to zoom in numbers and grow in viewing interest. In every way, WKY-TV is FIRST in the opportunities it offers advertisers to tap this fabulous market, further enriched by record-breaking 1952 $216,000,000 Wheat Crop!

*Proved regular viewing response from over half of Oklahoma. Program schedules published by newspapers as far distant as Wichita, Kansas.

WKY

AM 930 KC · NBC TV CHANNEL 4 (968 FT. TOWER)

OKLAHOMA CITY, OKLAHOMA

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN · OKLAHOMA CITY TIMES · THE FARMER STOCKMAN

Represented by KATZ AGENCY, INC.

XUM

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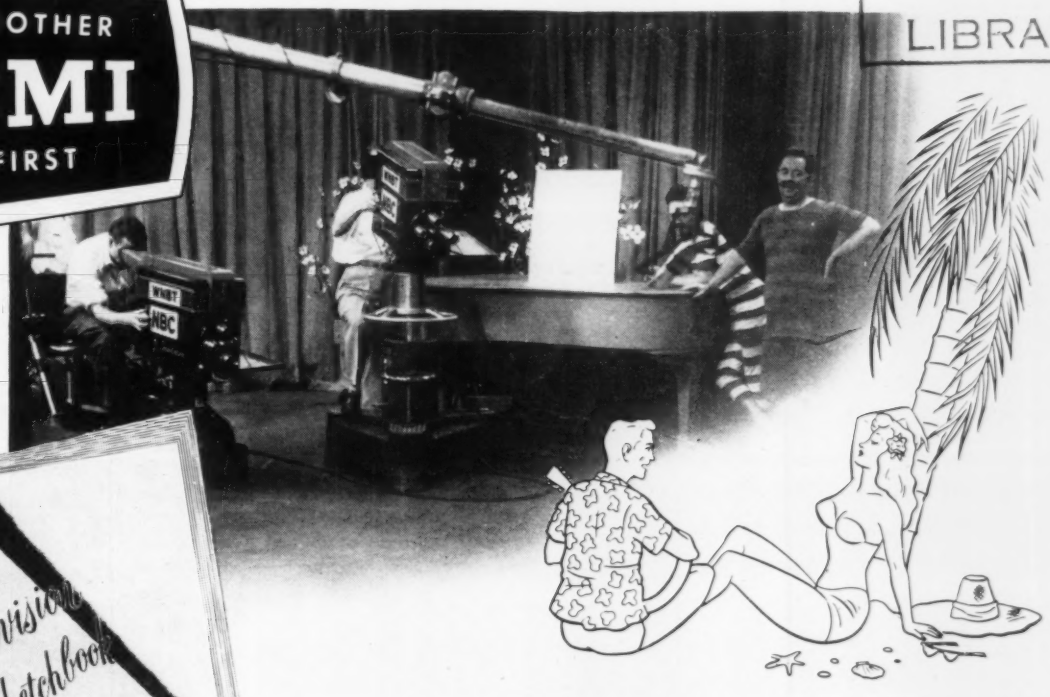
ANOTHER **BMI** FIRST



TELEVISION *Sketch* BOOK

An indispensable collection of pre-tested musical sketches for the producer, director and artist

Now Available as MONTHLY SUPPLEMENTS

Your BMI Television Sketch Book is now a regular monthly service containing timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows or as production numbers in variety shows.

There are dozens of ways in which you can adapt the Sketchbook to advantage.

Currently the Sketchbook contains a collection of 210 sketches for 105 songs. Each month 12 additional songs, with 24 sketches, are released in a handy kit for filing. In addition, actual photographs of Sketchbook scenes will be included in subsequent releases. Hit parade tunes, ballads, novelties, standards, folk songs and dance numbers of every type will be found in the Sketchbook.

TV SKETCHBOOK is serviced to every BMI TV-licensee each month. Check with your music library or program department. A limited quantity is available to producers and directors who will find them helpful. Write to BMI Station Service Department.

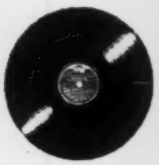
BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TEAM UP YOUR SELLING with RCA VICTOR quality... dependability... integrity... service...

FOR PROMOTIONS OR PREMIUMS

6½" Spinner

Wrap your sales message with music and entertainment . . . and deliver it on a platter! Put your own voice on records and pay a personal visit to hundreds of prospects' homes! Easy to mail, nonbreakable.



10" Promoter

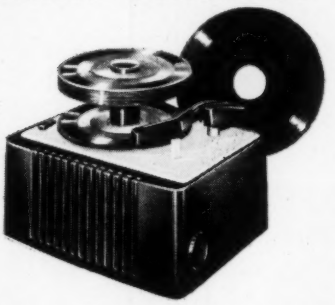
FOR TRANSCRIPTIONS

10" and 12" Transcriptions (microgroove)

Spot announcements, full-length shows . . . program material of every kind . . . recorded, processed and pressed in the country's best-equipped studios and plants. Complete production and script-writing facilities available.

12" and 16" Transcriptions (standard groove)

Now... the "45" system FOR SALES TRAINING



Put your sales presentations or training programs across . . . on 45 rpm records! Up to 8 minutes per side, nonbreakable, inexpensive to mail. Complete automatic player gives astonishingly clear, strong sound . . . with a convenience and compactness never before achieved in any comparable audio system. Ideal for special, on-the-spot promotion stunts.

a book you'll need at your desk-

Tells you all about Custom Record Sales . . . describes the complete variety of services this division of RCA Victor offers you. Just write or phone any of the offices listed here, for a FREE copy to keep at your desk. You'll find it useful.

Make a note of your nearest RCA Custom Record Sales office. Here's the address and phone number:

630 Fifth Ave.
Dept. B-80
New York 20, N.Y.
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-80
Chicago 11, Illinois
WHitehall 4-3215

1016 North Sycamore Ave.
Dept. B-80
Hollywood 38, California
HIllside 5171

RCA

"HIS MASTER'S VOICE"

Custom Record Sales

Radio Corporation of America RCA Victor Division

XUM

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BROADCASTING TELECASTING

1952 Marketbook *

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Building
Washington 4, D. C. **Telephone ME 1022**

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL

ART KING, *Managing Editor*; EDWIN H. JAMES, *Senior Editor*; J. Frank Beatty, Earl B. Abrams, *Associate Editors*; Fred Fitzgerald, *Assistant Managing Editor*; Dave Berlyn, *Assignment Editor*; Lawrence Christopher, *Technical Editor*. STAFF: Harold Hopkins, John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Betty Jacobs, Don Mortimer, Pat Nickens, Blanche M. Seward, Wanda Speights; Gladys L. Hall, *Secretary to the Publisher*.

BUSINESS

MAURY LONG, *Business Manager*; Winfield R. Levi, *Sales Manager*; George L. Dant, *Adv. Production Manager*; Harry Stevens, *Classified Advertising Manager*; Eleanor Schadi, Joan Sheehan, Emmy Lou Helmer; B. T. Taishoff, *Treasurer*; Irving C. Miller, *Auditor* and *Office Manager*; Eunice Weston, *Assistant Auditor*.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*; Doris J. Buschling, Evelyn Boore, Ernest Kanelopoulos, Elwood M. Slee, Edward McDonald.

NEW YORK BUREAU

488 Madison Ave., Zone 22, *Plaza 5-8355*; EDITORIAL: Rufus Crater, *New York Editor*; Florence Small, *Agency Editor*; Rocco Famighetti, Dorothy Munster, Liz Thackston.

Bruce Robertson, *Senior Associate Editor*.

ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning, *Assistant to Advertising Director*; Kenneth Cowan, *Advertising Representative*.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEntral 6-4115*; William H. Shaw, *Midwest Advertising Representative*; Jane Pinkerton, *News Editor*.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181*; David Glickman, *West Coast Manager*; Marjorie Ann Thomas.

TORONTO

417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

100 PERCENT YARDSTICK

for

BROADCAST AUDIENCE RESEARCH

because

Pulse Surveys Cover

1. All homes; telephone and non-telephone.
2. Metropolitan markets; city and important suburbs.
3. Frequent reports; monthly and bimonthly.
4. Complete reports; sign on or 6AM to Midnight, 7 days of week.
5. Audience composition; men, women, teenagers, and children.
6. Out-of-home audience; additive to regular at-home measurements.
7. Over 70 Radio markets and over 35 Television markets.
8. Supplementary research possible because of personal interview method.

for information, write

THE PULSE, INC.

15 WEST 46 STREET NEW YORK 19, NEW YORK

WORTH WAITING FOR . . .

Standard's 1952 *Study of Station Audiences is on the way. Tabulations are now in progress. Millions of punched cards and thousands of hours of tabulating machine time are necessary to produce reports for every station in the country.*

Agencies and Advertisers *can obtain the reports on our subscribers—either from us or from them—for the asking. The Study was done by broadcasters for the time buyer.*

You can expect *the same sort of complete and reliable information that you received from BMB. Figures on every station (AM, FM and TV). Figures for every county (some of the counties split for your convenience). Figures for each of about 1700 separately reported cities. This detail produces the flexibility you need for making your coverage patterns and relating them to distribution requirements.*

All you need do *is to ask stations to provide you with their reports. The data for non-subscribing stations will not be available to agencies or advertisers until the stations have subscribed.*

Although this is *our first nation-wide coverage Study, it is the third one that has been conducted in keeping with specifications established by the industry for coverage measurements. This comparability—going back to 1946—definitely makes our reports*

WORTH WAITING FOR!

STANDARD | **AUDIT AND MEASUREMENT SERVICES, INC.**

89 BROAD STREET • NEW YORK 4, N. Y.

WHITEHALL 3-8390

XUM

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"The People's Choice"
IN UTICA IS
WIBX
First
WITH
MORE POWER 5000 WATTS (DAY and NIGHT)
MORE TOP-RATED Programs
and AGAIN with
MORE AUDIENCE THAN ALL OTHERS*

*UTICA-ROME RADIO STATIONS COMBINED

IN Hooperatings
REPORTED FOR FEBRUARY-MARCH 1952

SHARE OF RADIO AUDIENCE

	WIBX	Station B	Station C	Station D	Station E	Station F	All Others
Sunday thru Saturday 6 P.M. to 10:30 P.M.	60.6	18.6	5.8	8.9	2.3	2.3	1.3
Monday thru Friday 8 A.M. to 12 Noon	55.7	35.5	4.0	2.6	0.8	0.6	0.8
Monday thru Friday 12 Noon to 6 P.M.	68.4	17.0	6.7	2.6	1.1	3.4	0.8
Sunday 12 Noon to 6 P.M.	43.2	21.2	8.8	9.6	4.0	5.6	7.6

Representatives — New York: LIONEL COLTON. Chicago: GEORGE W. CLARK CO. Boston: BERTHA BANNAN. Los Angeles: WALTER BIDDICK.

The Voice of the Mohawk Valley
CBS since 1934
Dial 950
5000 Watts
DAY and NIGHT

WIBX
UTICA 2, NEW YORK
Also WIBX-FM • 96.9 Megacycles

An active interest in civic affairs means:

Cleveland's prestige community station is WTAM

A fair and objective approach to community problems has earned for radio station WTAM the respect and confidence of people in the Cleveland market area. The faith of WTAM listeners is reflected in a revitalized sales and rating picture. For leadership in radio advertising, for energetic application of sound sales, audience and merchandising promotion techniques, WTAM answers the problems of any advertiser who seeks comprehensive coverage bulwarked by intelligent programming.

These facts should be considered when seeking radio advertising in the Cleveland market area

☆ *More* people spend *more* time listening to **WTAM** than any radio or television station in Northern Ohio

☆ *More* service to the community is a **WTAM** pledge which so far has earned civic recognition for the station

☆ *More* merchandising, audience promotion and sales promotion is a standard service for **WTAM** advertisers

☆ *More* point-of-sale assistance is guaranteed with the spectacular **WTAM** *Chain Lightning* plan for food advertisers

Before you spend your next nickel in the Cleveland and Northern Ohio market area, by all means investigate the type of service offered by **WTAM**, where leadership in community affairs has paid off in increased sales

PHONE OR WRITE BILL DIX, SALES MANAGER
WTAM, NBC BLDG., CLEVELAND 14, OHIO
CHERRY 1-0942

50,000 watts 1100 kilocycles

Cleveland's *only* Clear Channel station

represented by **NBC SPOT SALES**

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

BROADCASTING

Vol. 43, No. 7, Part II AUGUST 18, 1952

USING THE MARKETBOOK

Sources of Data

A MINIMUM of 63.5% of the nation's automobiles are radio equipped.

That was the report issued by the Joint Radio Network Committee as of Jan. 1, 1952. Assuming that the county or state in which you are interested is average, the actual number of radio equipped cars may be estimated roughly by applying this percentage to the passenger car registration figures which appear in the state and county tables.

A number of regional surveys have been even more optimistic than the Joint Radio Network Committee report.

They include:

Survey by Dr. Raymond A. Kemper of the Louisville trading area which shows that 80% of family-owned cars and trucks are radio equipped (B.T., July 21, 1952).

Study of auto radio circulation by WJR Detroit, March 12, 1952, which shows 83% of autos in the area radio equipped.

Southern California Broadcasters Assn. study showing 72.5% of all cars in Los Angeles are radio equipped.

Pulse survey for the Joseph Jacobs Organization in January, 1951, shows 80.6% of all cars in New York City radio equipped.

WHDH Boston survey estimates 78% of all cars in Boston radio equipped.

C. E. Hooper estimated in release Dec. 10, 1951 that 78.1% of all cars in Salt Lake City are radio equipped.

WXLW Indianapolis estimated 77.2% of all cars in Indianapolis have radios.

These and other figures supporting the increasing number of automobiles equipped with radios are reported in BAB's interim report "Listeners on Wheels" recently released. For particulars write to BAB, 270 Park Ave., New York 17, N. Y.

AUTOMOBILE listening, a long neglected but important part of the overall radio audience, is recognized in the 1952 MARKETBOOK, with the first county-by-county listing of automobile registrations.

This is one of several features that have been added to the format used for the MARKETBOOK since 1949.

The Spot Rate Finder, first added in that year, and since recognized by both advertisers and their agencies as the quickest means of estimating time costs for both radio and television for any designated area, appears again this year. Rates have been carefully revised from latest information gathered through a BROADCASTING • TELECASTING survey.

An exclusive television feature is the inclusion of the television channels assigned to each market by the FCC in its Sixth Report. These appear with population and radio home statistics for each city.

Television home statistics have changed so rapidly that no figures are listed for TV homes. Best source for this information is the stations that serve any given market and advertisers are urged to communicate with these stations to get the most up-to-date figures.

While Census Bureau figures for television homes in 1950 are being prepared they are based on a survey made when the entire country had only five million TV sets and are obviously obsolete for present coverage.

Spot Rate Finder

For speedy calculation all AM, FM and TV station rates are given for one-time only. Average rates for both affiliate and non-affiliate stations are listed. Price of any number of spots or programs can be quickly and accurately figured by the timebuyer. Discounts can be figured by use of the table on page 9.

The first BROADCASTING • TELECASTING television map is being distributed with the 1952 MARKETBOOK. The wall map is the most complete available today and was prepared for the magazine by Walter P. Burn, of Middlebury, Vt.

The map shows all television stations on the air as of July 30, their network affiliation, the size of the metropolitan area in which they are located and all connecting links, both coaxial cable and microwave relay.

The MARKETBOOK, again this year, is divided into state sections which appear in the book in alphabetical order.

Each of these sections includes a map of the state, revised to July 1, showing the location of every AM, FM and TV station.

Market indicators for each state as a whole are included for each listing. Most up-to-date figures available are used in each instance. These state market indicators this year include: Population for 1950 and 1940; urban population, 1950 and 1940; rural population, 1950 and 1940; total homes, 1950 and 1940; percent radio, 1950 and 1940; radio homes, 1950 and 1940; retail sales, 1951 and 1948; automobiles, 1951 and 1950; telephones, 1951 and 1945; new construction, 1951 and 1947; median family income, 1950 (figures not available for all states) and 1940; farm income, 1949 and 1944; employment, 1950 and 1940

(Continued on page 8)

THE 1952 MARKETBOOK

FOR TIMEBUYERS who need to know the price of a one-minute spot on a clear channel station in Chicago or a 250w daytimer in Fort Worth . . . the size of the payroll in Pottsville . . . the number of cars in Los Angeles . . . the number of radio homes in Des Moines . . .

For buyers with a budget of $100 and those with $1 million to spend . . .

For all who make their living in the business of broadcasting . . .

BROADCASTING • TELECASTING

Presents

THE 1952 MARKETBOOK, an improved revision of the standard source-work in broadcast advertising.

Included again this year is an up-to-date SPOT RATE FINDER providing an easy-to-read, easy-to-compute listing of rates for every AM, FM and TV station in the country. In addition, a new feature, automobile registration for U.S. counties, is presented. And, as always, basic statistics—the latest obtainable—on population, retail sales, buying power and a host of other subjects are provided to help the buyer buy.

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(Continued from page 7)

(figures not available for all states); internal revenue collections, 1951 and 1950.

The city listings for each state include the 1950 population statistics on each city, the number of homes, percentage radio and radio homes for all cities with over 10,000 population. All television allocations and television stations on the air or granted are also included.

Immediately following the name of the city AM, FM and TV stations are listed in alphabetical order. The power, frequency, network, national representative and audience surveys available are listed.

One-time rates, both night and day, are shown. The Spot Rate Finder which gives average affiliate and nonaffiliate rates for each market (described above) is given for each multiple station market. In markets where there is only one station, of course, these averages are not necessary.

County listings for the 1952 MARKETBOOK are given in each state section and include: population for 1950 and 1940; percentage change; 1950 urban population; 1950 farm population; 1950 homes; 1950 radio homes; percentage radio; 1940 radio homes; 1951 retail sales; 1950 farm income; automobiles; 1950 employment (figures not available for all states); 1950 per capita income (figures not available for all states); 1949 manufacturing employment; 1949 manufacturing taxable payrolls.

A special section of the 1952 MARKETBOOK lists stations that carry foreign language broadcasts. Languages used are listed as are the number of minutes broadcast each week and the population within the station coverage area speaking the language.

Regional networks are listed with the member stations, names and addresses of principal executives and combination rates where the networks are sold in combination.

Metropolitan areas as defined by the Census Bureau are given a special listing. These areas show population for 1950 and 1940, 1950 homes, 1950 radio homes and percent radio.

Sources of Data

Statistics used in the 1952 MARKETBOOK are the latest available in each instance. They have been checked carefully for accuracy. In cases where stations have failed to supply complete information it has been obtained from the best alternative sources. While this magazine cannot assume responsibility for the accuracy of data every effort has been made to assure the reliability of all information contained in the MARKETBOOK.

Maps

All state maps and the first BROADCASTING • TELECASTING television map were prepared by Walter P. Burn, of Middlebury, Vt. Information on stations on the air was from the FCC. Cable connections in use by TV stations were furnished by AT&T. Microwave relay connection information came from stations.

State Indicators

Statistics for the State Market Indicators came from the following sources:

Population: 1950—Census of Population, Bureau of Census, U. S. Dept. of Commerce. All final figures. 1940—Same.

Urban Population: 1950—Census of Population, Bureau of Census, U. S. Dept. of Commerce. All final figures. 1940—Same.

Rural Population: 1950—Census of Population, Bureau of Census, U. S. Dept. of Commerce. All final figures. 1940—Same.

Total Homes: 1950—1950 Census of Housing, Bureau of Census, U. S. Dept. of Commerce. States of Delaware, Maine, Nevada, New Hampshire, South Dakota and Vermont are final reports. Other states are preliminary reports. 1940—Census.

Percent Radio: 1950—BMB except for states of Delaware, Maine, Nevada, New Hampshire and Vermont which are from 1950 Census of Housing, Bureau of Census, Dept. of Commerce. 1940—Census.

Radio Homes: 1950—BROADCASTING • TELECASTING estimate. 1940—Census.

Retail Sales: 1951—*Sales Management*, Copyright 1950. Further reproduction unlicensed. 1948 — 1948 Census of Business, U. S. Dept. of Commerce.

Automobiles: 1951—Bureau of Public Roads, U. S. Dept. of Commerce. 1950—Same.

Telephones: 1951—FCC. 1945—Same.

New Construction: 1951 & 1947—National Production Authority, U. S. Dept. of Commerce. 1940—Same.

Median Family Income: 1950—Census of Population, Bureau of Census, U. S. Dept. of Commerce. (Figures not available for all states.) 1940—Same.

Farm Income: 1949—1950 Census of Agriculture, Bureau of Census, U. S. Dept. of Commerce. (Figures not available for all states.) 1944, 1940—Same.

Employment: 1950 — Census of Population, Bureau of Census, U. S. Dept. of Commerce. (Figures not available for all states.) 1940—Same.

Internal Revenue Collections: 1951—Bureau of Internal Revenue. 1950—Same.

Spot Rate Finders

Statistics for the Spot Rate Finder listings, and for the TV allocations, both by cities come from the following sources:

Population: 1950 Census of Population, Bureau of Census, U. S. Dept. of Commerce.

Homes: 1950 Census of Housing, Bureau of Census, U. S. Dept. of Commerce.

Percent Radio: BMB, except for the states of Delaware, Maine, Nevada, New Hampshire, South Dakota and Vermont, which are from 1950 Census of Housing, Bureau of Census, Dept. of Commerce.

Radio Homes: BROADCASTING • TELECASTING estimate except for states of Delaware, Maine, Nevada, New Hampshire, South Dakota and Vermont, which are 1950 Census of Housing, Bureau of Census, Dept. of Commerce.

TV Allocations: FCC's Sixth Report.

Station Information: BROADCASTING • TELECASTING survey and FCC records.

Data by Counties

Statistics for the Market Data by Counties come from the following sources:

1950 Population: Census of Population, Bureau of Census, U. S. Dept. of Commerce. All final figures.

1940 Population: Same as 1950.

4 Fabulous Facts about Boston's CHANNEL 4 TV Station

WBZ-TV

BOSTON

Reaches an area including

- 3,875,700 people
- 1,095,900 families
- $3.8 billion in retail sales
- $5.7 billion in effective buying income

WESTINGHOUSE RADIO STATIONS Inc

National Representatives, NBC Spot Sales

Percentage Change: Same.

1950 Urban Population: Same.

1950 Farm Population: Same.

1950 Homes: Census of Housing, Bureau of Census, U. S. Dept. of Commerce. States of Delaware, Maine, Nevada, New Hampshire, South Dakota and Vermont are final reports. Other states are preliminary reports.

1950 Radio Homes: BROADCASTING • TELECASTING estimate.

Percentage Radio: BMB except for states of Delaware, Maine, Nevada, New Hampshire, South Dakota and Vermont which are from 1950 Census of Housing, Bureau of Census, Dept. of Commerce.

1940 Radio Homes: Census Bureau.

1951 Retail Sales: *Sales Management*, Copyright 1952. Further reproduction unlicensed.

1950 Farm Income: 1950 Census of Agriculture, Bureau of Census, U. S. Dept. of Commerce.

Automobiles: Bureau of Public Roads, U. S. Dept. of Commerce and registrars of vehicles in the various states.

1950 Employment: Census of Population, Bureau of Census, U. S. Dept. of Commerce. (Figures not available for all states.)

1950 Per Capita Income: Census of Population, Bureau of Census, U. S. Dept. of Commerce. (Figures not available for all states.)

1949 Manufacturing Employment: County Business Patterns, First Quarter, 1949, Federal Security Agency and U. S. Dept. of Commerce.

1949 Manufacturing Taxable Payrolls, First Quarter: Same source as employment.

Metropolitan Area Statistics

Metropolitan Area Population and Radio Homes listings came from the following sources:

1950 Population: 1950 Census of Population, Bureau of Census, U. S. Dept. of Commerce.

1940 Population: Bureau of Census, U. S. Dept. of Commerce.

1950 Homes: Census of Housing, Bureau of Census, U. S. Dept. of Commerce.

1950 Radio Homes: BROADCASTING • TELECASTING estimate.

Percentage Radio: BMB except for states of Delaware, Maine, Nevada, New Hampshire, South Dakota and Vermont.

Regional Networks

Information for the Regional Network section of the 1952 MARKETBOOK came from a BROADCASTING • TELECASTING survey of the networks. Where networks did not reply to questionnaires best available sources were used for information.

Foreign Language

Listings in the Foreign Language section came from a BROADCASTING • TELECASTING survey of stations. Stations not answering this section of the questionnaire are not included in this section of the 1952 MARKETBOOK. For sources of statistics on the "number of listeners" listing please communicate with the station which furnished the information.

FREQUENCY DISCOUNT FORMULA

All rates in the Spot Rate Finder section of the 1952 MARKETBOOK are one-time rates. For quick calculation of frequency discounts the National Association of Radio and Television Station Representatives recommends the following formula:

Times	All Program Periods	One-Minute Announcements	Station Breaks
13	4.5%	3.5%	2.5%
26	9	7.5	5.5
52	14.5	13	9.5
104	18.5	17	12.5
156	23.5	19.5	15.5
260	27.5	22.5	17.5

ALLIED

Leads in Pressings

....there's a reason.....

19 years of better service have proved that Allied *Quality Control* means tops in ETs, dependability on deadlines.

Specify Allied for your transcriptions. Most top radio men do.

Write for free folder "Allied All the Way."

ALLIED

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1041 N. Las Palmas,
Hollywood 38, California
HO 9-5107

619 W. 54th Street,
New York 19, New York
JU 2-3791

ZIV Presents...

THE OUTSTANDING SERIES OF TELEVISION DRAMAS!

"YOU
TV
THEA

YOUR BEST TV BUY!

Always rated high* among the nation's leading television programs . . . "Your TV Theatre" (originally on Network as "Fireside Theatre" for Proctor & Gamble) is consistently tops! Month after month it maintains its high position . . . beating many of the supposed-to-be best programs on TV! For record-breaking, sales-making success . . . make "Your TV Theatre" yours!

*Ratings on request.

YOURS . . . because i
titled with your own name. In
it's "Society TV Theatre". .
apolis, it's "Red Top TV Th
Richmond—Norfolk, it's "G
Theatre". Every time the
named, the sponsor is name
on the air, in the press,
person . . . assuring
SPONSOR IDENTIFICAT

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ATRE"

custom-
leveland,
in Indian-
atre"... in
altney's TV
program is
... whether
person-to-
MAXIMUM
ON.

YOURS... high drama, exciting stars, excellent production and direction all combine to create the kind of high-caliber entertainment that turns viewers into customers. Superb showmanship in this dramatic series that is **MOST COMPELLING . . . SUREST SELLING!**

HALF-HOUR MASTERPIECES OF DRAMATIC SHOWMANSHIP!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

METROPOLITAN AREA STATISTICS

ALABAMA

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
Birmingham	554,186	459,930	153,529	136,948	89.2
Gadsden	93,892	72,580	25,276	22,091	87.4
Mobile	228,835	141,974	62,098	51,852	83.5
Montgomery	137,512	114,420	37,663	30,206	80.2

ARIZONA

Phoenix	329,266	186,193	96,497	90,900	94.2

ARKANSAS

Little Rock	192,879	156,085	56,671	50,211	88.6
Phoenix	329,266	186,193	96,497	90,900	94.2

CALIFORNIA

Fresno	274,225	178,565	80,375	78,285	97.4
Los Angeles	4,339,225	2,916,403	1,439,403	1,420,691	98.7
Sacramento	275,659	170,333	82,794	81,060	97.9
San Bernardino	280,252	161,108	85,945	83,710	97.4
San Diego	535,967	289,348	169,012	165,970	98.2
San Francisco-Oakland	2,214,249	1,461,804	707,389	698,193	98.7
San Jose	288,938	174,949	85,436	84,154	98.5
Stockton	200,535	134,207	57,955	56,506	97.5

COLORADO

Denver	560,361	407,768	171,963	168,524	98.0
Pueblo	90,188	68,870	24,484	23,627	96.5

CONNECTICUT

Bridgeport	258,361	212,569	74,099	73,210	98.8
Hartford	356,080	295,613	101,562	100,851	99.3
New Britain-Bristol	146,273	126,709	41,530	41,239	99.3
New Haven	262,196	240,750	75,120	74,294	98.9
Stamford-Norwalk	194,401	160,274	55,590	54,923	98.8
Waterbury	154,455	138,779	43,972	43,488	98.9

DELAWARE

Wilmington	267,220	221,836	75,075	72,565	97.6

DISTRICT OF COLUMBIA

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
Washington	1,457,601	967,985	405,108	392,145	96.8

FLORIDA

Jacksonville	302,711	210,143	85,379	76,073	89.1
Miami	488,689	267,739	154,815	144,442	93.3
Orlando	114,950	70,074	35,725	32,801	89.8
Tampa-St. Petersburg	406,175	272,000	131,543	120,756	91.8

GEORGIA

Atlanta	664,033	518,100	185,779	164,043	88.3
Augusta	162,104	131,779	42,356	34,774	82.1
Columbus	169,921	126,407	41,663	35,263	84.7
Macon	134,464	95,086	37,119	30,178	81.3
Savannah	150,946	117,970	43,050	36,162	84.0

ILLINOIS

Chicago	5,475,535	4,825,527	1,608,936	1,581,584	98.3
Decatur	100,273	84,693	30,727	30,051	97.8
Peoria	249,918	211,736	74,146	72,441	97.7
Rock Island-Moline-Davenport, Ia.	233,012	198,071	68,945	67,428	97.8
Rockford	151,858	121,178	45,848	45,069	98.3
Springfield	130,649	117,912	40,826	39,724	97.3

INDIANA

Evansville	158,363	130,783	47,644	45,643	95.8
Fort Wayne	182,903	155,084	54,892	53,959	98.3
Indianapolis	549,047	460,926	167,737	163,544	97.5
Muncie	90,252	74,963	27,308	26,653	97.6
South Bend	204,470	161,823	59,122	57,762	97.7
Terre Haute	104,931	99,709	33,512	31,937	95.3

(Continued on page 222)

EDITOR'S NOTE—Figures covering number and percentage of radio homes and number of households in standard metropolitan areas are from recently published U. S. Census Bureau 1950 figures in the case of Delaware, Maine and New Hampshire. These are the only final city figures available from the bureau. Figures covering number and percentage of radio homes in other states are BROADCASTING • TELECASTING estimates based on Census Bureau population and housing data, and latest BMB radio homes percentages.

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A 132 year old newspaper, the aggressive daily and Sunday Erie Dispatch.

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Erie's only TV outlet with 1000% more power; top local programming, plus 4 networks. Winner of the top TV Merchandising Awards!

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★ TV
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Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WIKK—Erie, Pa.—H-R Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—John E. Pearson Co.
WTOD—Toledo, O.—Headley-Reed Co.
ERIE DISPATCH, Erie, Pa—Reynolds-Fitzgerald

EDWARD LAMB Enterprises INC.

Regional Networks and Other Groups

Airline Network

Radio Park, P.O. Box 2553, Birmingham, Ala., Rep.: John Blair & Co., Mgr., General Sales, Bill Randa, Sales Manager Herbert Martin. WSGN Birmingham, WHBS Huntsville, Ala.

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	36.00	48.00	72.00	120.00
N	32.00	32.00	72.00	96.00	144.00	240.00

Alaska Broadcasting System

830 Securities Bldg. Seattle, Wash. Mgr. William J. Wagner. KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KINY Juneau, KTKN Ketchikan, KIFW Sitka. For combination rates, contact network. For complete network rates are:

D	20.20	28.25	40.40	80.75	121.50	199.50
N	32.30	44.85	72.72	121.15	199.50	323.00

Aloha Network

P.O. Box 1380 Honolulu, Hawaii, Manager R. M. Fitkin. KHON Honolulu, KIPA Hilo, KMVI Wailuku, Maui, KTOH, Lihue, Kauai.

D	10.00	15.00	25.00	40.00	60.00	100.00
N	20.00	30.00	50.00	80.00	120.00	200.00

Arizona Broadcasting System

Heard Bldg., Phoenix, Ariz., Rep. Paul H. Raymer Co., Mgr. Dick Lewis. KTAR Phoenix, KVOA Tucson, KYUM Yuma, KAWT Douglas-Bisbee, KYCA Prescott, KGLU Safford, KWJB Globe-Miami.

D	27.50	37.50	74.40	111.60	186.00
N	50.40	66.40	132.80	199.20	332.00

Arizona Network

P.O. Box 2671, Phoenix, Ariz., Rep. John Blair & Co., Manager: Albert D. Johnson. KOY Phoenix, KTUC Tucson, KSUN Bisbee, KYMA Yuma. All in Arizona.

D	27.50	37.20	74.40	111.60	186.00
N	50.40	66.40	132.80	199.30	332.00

Arkansas Network

Comprising KARK Little Rock and all other stations in the State of Arkansas. Two or more stations may be used; one or more outlets in multiple-station cities. Costs are combined station time and line charges.

Arktex Stations

P.O. Box 521, Texarkana, Texas, Rep. O. L. Taylor Co. Frank O. Myers. KCMC, Texarkana, Texas, KAMD Camden, Ark., KWFC Hot Springs, Ark.

D	15.30	22.95	45.90	68.85	114.75
N	20.40	35.70	66.30	99.45	165.75

Aroostook Broadcasting Service

Radio Station WAGM, Presque Isle, Maine, Program Director Dick Marshall. WABM Houlton, Maine, Program Director Ted Coffin.

D	12.00	24.00	36.00	50.00
N	16.00	36.00	60.00	80.00

Arrowhead Network

WEBC Bldg., Duluth 2, Minn. Rep. George P. Hollingbery Co. General Manager Walter C. Bridges. WEBC Duluth-Superior, WMFG Hibbing, WHLB Virginia. All in Minnesota. WEAU Eau Claire, WJMC Rice Lake, WISC Madison. All in Wisconsin.

	SB	1M	5M	15M	30M	1 Hr
D	17.64	26.27	39.87	54.02	100.05	187.09
N	29.58	48.20	73.95	101.49	196.69	346.80

Bay State Group

John Hancock Bldg., Boston 16, Mass., Mgr. Elmer Kettell. WACE Chicopee-Springfield, WBSM New Bedford, WKOX Framingham, WALE Fall River, WEIM Fitchburg, WBEC Pittsfield, WHAV Haverhill, WORC Worcester. All in Massachusetts.

D	50.00	50.00	93.00	186.00	279.00	465.00
N	53.00	53.00	112.00	224.00	336.00	560.00
Sunday	76.00	76.00	149.00	298.00	447.00	745.00

Beehive Radio Network

10 S. Main St., Salt Lake City, Utah. F. B. McLatchy, Rep. CBS Radio Spot Sales. KEEP Twin Falls, KJRL Pocatello, KID Idaho Falls (All in Idaho), KSUB Cedar City, Utah.

	SB	1M	5M	15M	30M	1 Hr
D	42.00	50.00	67.50	120.00	181.00	270.00
N	75.00	77.50	125.00	205.00	310.00	465.00

Broadcasting Corporation of America

P.O. Box 987 Riverside, Calif., Reps. Duncan Scott & Co., Adam J. Young Jr. Inc., KPRO Riverside-San Bernardino, KROP Brawley-El Centro, KPOR-FM Riverside-San Bernardino, KREO Indio-Palm Springs, KYOR Blythe. All in California.

D	21.00	25.00	82.00	124.00	166.00	250.00
N	21.00	25.00	82.00	124.00	166.00	250.00

Cactus State Network

131 West Lafayette Ave., Detroit 26, Mich. Rep. Hil F. Best. KRIG Odessa, KVKM Monahans, KIUN Pecos, KVLF Alpine. All in Texas.

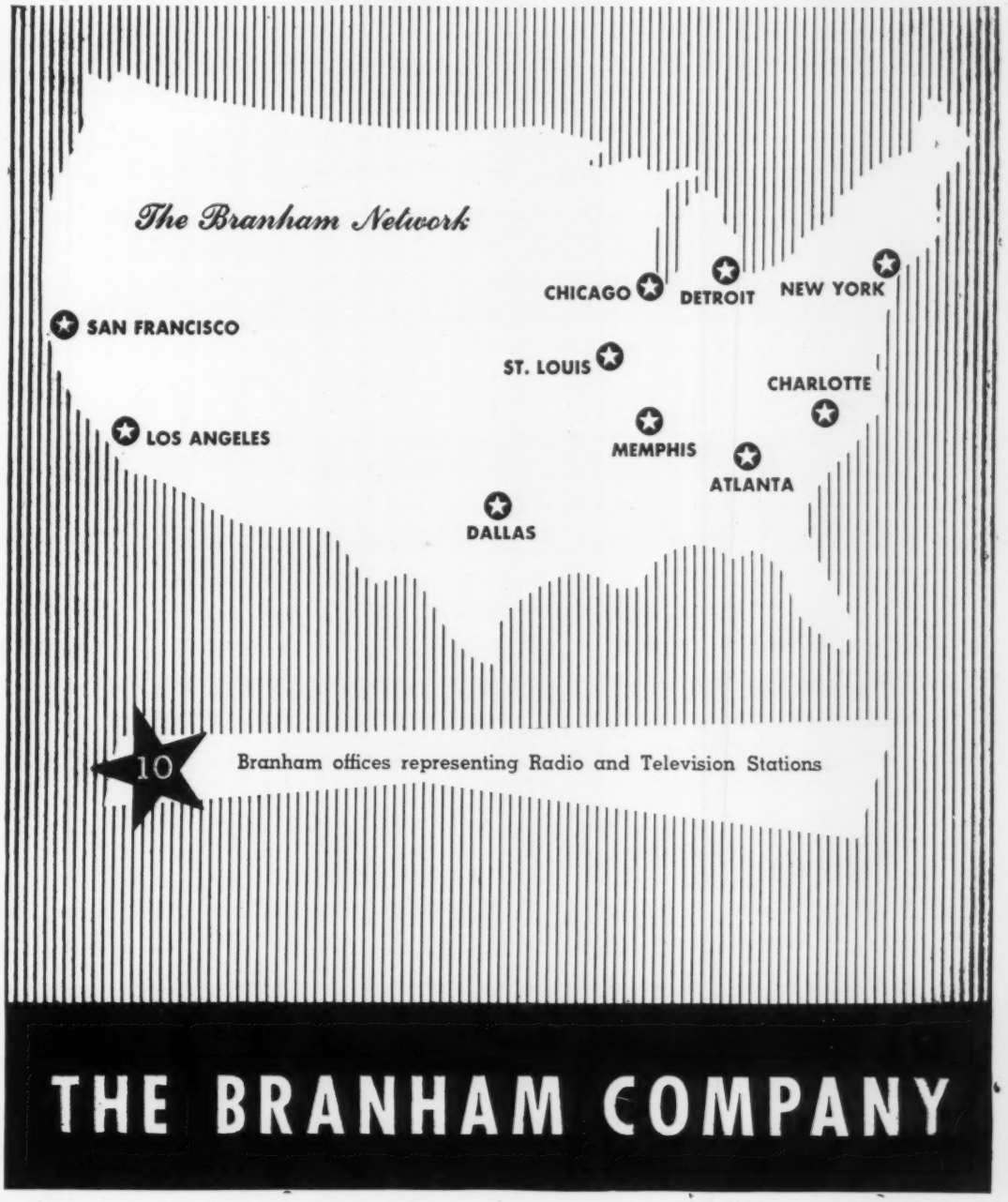
	SB	1M	5M	15M	30M	1 Hr
D	18.00	18.00	38.25	55.50	82.50	141.00
N	15.75	15.75	27.00	49.50	74.00	126.00

California Northern Group

Business office contact Rep. Tracy Moore & Assoc., 6381 Hollywood Blvd., Los Angeles, Calif. KBLF Red Bluff, KSUE Susanville, KSYC Yreka.

D	7.00	14.00	21.00	35.00
N	7.00	14.00	21.00	35.00

(Continued on page 14)



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EMPIRE BROADCASTING CORP.
480 LEXINGTON AVE.
NEW YORK 17, N. Y.

REGIONAL NETWORKS

(Continued from page 13)

Columbia Pacific Network

Columbia Square, Los Angeles 28, Calif., Rep. CBS Radio Spot Sales, Pacific Coast Sales, Sales Manager Edwin W. Buckalew, Assistant General Sales Manager Alan T. Axtell. California Network: KNX Los Angeles, KFRE Fresno, KCMJ Palm Springs, KCBS San Francisco, KROY Sacramento, KGDM Stockton, KCBQ San Diego, KMBY Monterey. Pacific Network: KNX Los Angeles, KCBS San Francisco, KOIN Portland, KROY Sacramento, KCBQ San Diego, KFRE Fresno, KMBY Monterey, KIRO Seattle, KXLY Spokane, KGDM Stockton, KCMJ Palm Springs. Pacific Supplementary Group: KSL Salt Lake City, KSUB Cedar City, KGVO Missoula, KFBB Great Falls, KLZ Denver, KVOR Colorado Springs, KROD El Paso, KAVE Carlsbad, KSIL Silver City, KOSA Odessa, KOOL Phoenix, KOLO Reno, KERN Bakersfield, KXOC Chico, KOPO Tucson, KCKY Coolidge, KIMA Yakima, KGGM Albuquerque, KVSF Santa Fe, KGMB Honolulu, KHBC Hilo, KBOW Butte, KDSH Boise, KLAS Las Vegas, KERG Eugene, KERN Bakersfield, KEEP Twin Falls, KJRL Pocatello, KID Idaho Falls, KOOK Billings, KFQD Anchorage, KFRB Anchorage, KIBH Seward, KIFW Sitka, KINY Juneau, KTKN Ketchikan. Contact Columbia Pacific Network for rates.

Columbine Network

Security Life Bldg., Denver 2, Col. KMYR Denver, KCSJ Pueblo, KRDO Colorado Springs, KYOU Greeley, KBOL Boulder, KCOL Fort Collins, KFTM Fort Morgan, KUBC Montrose, KRAI Craig, KGIW Alamosa, KVRH Salida, KOKO La Junta, KCRT Trinidad, KRLN Canon City, KEXO Grand Junction. (All in Colorado.)

	SB	1M	5M	15M	30M	1 Hr
D		54.50	90.00	168.00	325.00	570.00
N		54.50	90.00	168.00	325.00	570.00

The Connecticut State Network Inc.

555 Asylum Street, Hartford, Conn. C. Glover DeLaney. WTHT Hartford, WNHC New Haven, WNAB Bridgeport, WSTC Stamford, WATR Waterbury, WNLC New London, WTOR Torrington. (All in Connecticut.)

D		81.00	156.00	234.00	390.00
N		141.00	272.00	272.00	680.00

Cotton Belt Group

409½ State Line Avenue, Texarkana, Tex., Mgr. David M. Segal. KTFS Texarkana, Tex., KDMS El Dorado, Ark, WGVM Greenville, Miss., KDAS Malvern, Ark.

D	18.00	18.00	27.00	54.00	96.00
N	18.00	18.00	27.00	54.00	96.00

Dairyland Network

Radio City, Minneapolis, Minn., Rep. Free & Peters, KWLM Willmar, Minn., KWNO Winona, Minn., WTCN Minneapolis, Minn., Contact Network for rates.

Don Lee Broadcasting System

Don Lee Bldg., 1313 N. Vine St., Hollywood 28, Calif., Rep. John Blair & Co., President Willet H. Brown, Exec. Vice Pres. Ward D. Ingrim, Vice Pres. in charge of Sales Norman Boggs, KHJ Los Angeles, KGB San Diego, KDB Santa Barbara, KFXM San Bernardino, KFRC San Francisco, KMYC Marysville, KYNO Fresno, KSBW Salinas-Monterey, KVOE Santa Ana, KCOK Tulare-Visalia, KXO El Centro, KAFY Bakersfield, KVEC San Luis Obispo, KPRL Paso Robles, KIEM Eureka, KHSL Chico, KVCV Redding, KYOS Merced, KXOA Sacramento, KXOB Stockton (all in Calif.); KRNR Roseburg, KPOJ Portland, KFJI Klamath Falls, KORE Eugene, KBND Bend, KOOS Coos Bay, KWIL Albany, KAST Astoria, KUIN Grants Pass, KSLM Salem (all in Oregon); KATO Reno, Nev., KVI Seattle-Tacoma, KYAK Yakima, KNEW Spokane, KXRO Aberdeen, KGY Olympia, Kela Centralia, KRKO Everett, KWLK Longview, KUJ Walla Walla, KPUG Bellingham, KWNW Wenatchee (all in Washington); KRLC Lewiston, KWAL Wallace-Kellogg, KVNI Coeur d'Alene (all in Idaho).

	15 min.	½ hr.	1 hr.
6 pm to 10 pm	1,080.00	1,620.00	2,700.00
8 am to 1 pm			
10 pm to 12 mn	600.00	900.00	1,500.00
1 pm to 6 pm	540.00	810.00	1,350.00
12 mn to 8 am	400.00	600.00	1,000.00

Florida Select List

Hil F. Best, Sales Director, 131 W. Lafayette St., Detroit 26, Mich., Rep. Hil F. Best. WSWN Belle Glade, WDHL Bradenton, WCNU Crestview, WROD Daytona Btach, WBRD Fort Lauderdale, WGGG Gainesville, WJVB Jacksonville Beach, WLBE Leesburg, WMMB Melbourne, WFEC Miami, WWPF Palatka, WPLA Plant City, WCNH Quincy, WTRR Sanford, WKXY Sarasota, WJCM Sebring. All in Florida. Contact Florida Select List for individual rates.

D	65.26	65.26	113.82	239.50	408.51	705.95
N	65.26	65.26	113.82	239.50	408.51	705.95

(Continued on page 224)

KWBE
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Sells
SOUTHEAST NEBRASKA
AND NORTHEAST KANSAS—
GILL-KEEFE and PERNA, INC.
National Representatives
654 Madison Ave.,
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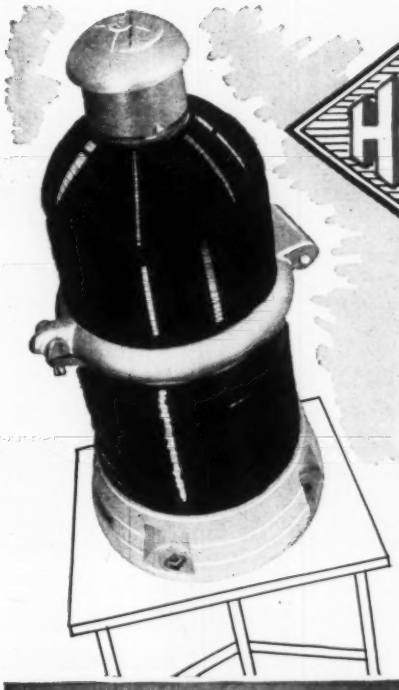
XUM



COMPLETE KITS FOR TOWER LIGHTING

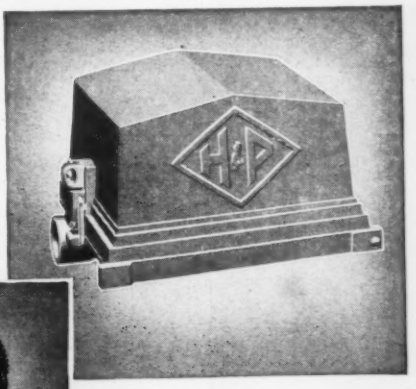
Backed by years of leadership, H & P lighting equipment is today the accepted standard throughout the world. Many exclusive features assure easy installation, low maintenance costs... dependable operation under all climatic conditions.

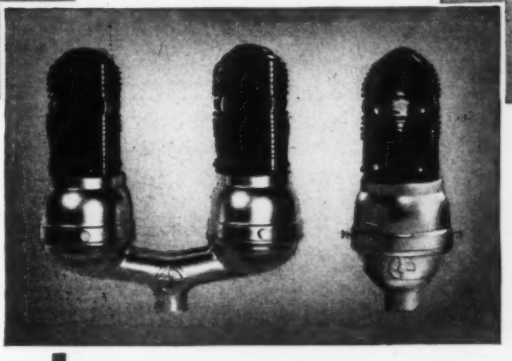
Everything Needed for any Tower, 150 to 900 feet!

H & P *Complete* Tower Lighting Kits include every item essential to the completed installation — every bolt and fitting... H & P Complete Lighting Kits, in today's critical market, will save you on purchasing, erection, and completion time... The H & P 300 MM Code Beacon (shown left) has 10 exclusive features, is CAA approved.

Single and double Obstruction Lights below

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.





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Factory-set to turn lights on at 35 f.c.; off at 58 f.c. as specified by CAA. Low-loss circuit insulation. High-wattage industrial type resistors. Tube ratings well over operational requirements. Fail-Safe: if any parts fail in service, lights automatically turn on. Models for all load capacities.

above* SF-30-E *Mercury Code Flasher

Models available for any loads. Compact, spray-tight and drip-proof cast aluminum housing mountable on vertical OR horizontal member. Heavy-duty, self-starting, constant-speed synchronous timing motor is unaffected by extreme temperature and voltage ambients. Positive-acting ELECTRONIC fail-safe circuit guards against failure of ANY component.

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Complete Kits for CAA specifications A-1 to A-5 towers include every item essential for complete tower lighting installation.

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4075 Beverly Blvd. • Los Angeles 4, Calif.

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starring
PAUL FREES
America's most versatile actor

THE PLAYER is a show you can sell! 15-minute dramatic programs – each one a complete fast-moving entertainment package with a *smash* surprise ending!

It's a show sure to build a rating, build sales, too, for any type of product or service, at a cost that will pleasantly surprise Mr. Sponsor. Send for full details and sample audition record.

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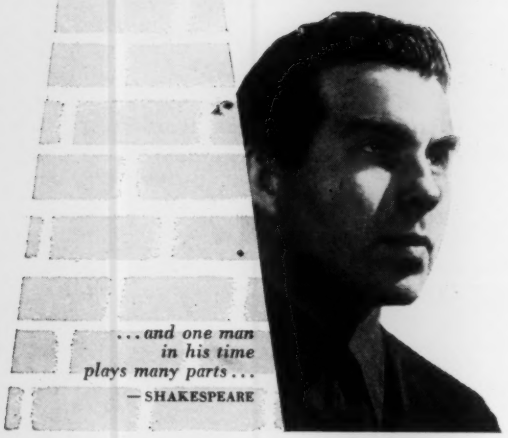

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XUM

ALABAMA

MARKET INDICATORS FOR ALABAMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,061,743	'50	2,832,961	'40
Urban Population	1,340,937	'50	(1) 855,941	'40
Rural Population	1,720,806	'50	(1) 1,977,020	'40
Total Homes	786,467	'50	673,815	'40
Percentage Radio	82.7%	'50	49.4%	'40
Radio Homes	649,914	'50	321,671	'40
Retail Sales	$1,852,900,000	'51	$1,631,403,000	'48
Automobiles	730,104	'51	685,812	'50
Telephones	465,300	'52	213,800	'45
New Construction	$ 224,900,000	'47	$ 114,700,000	'40
Farm Income	$ 274,062,464	'49	$ 213,413,292	'44
Internal Revenue Collections	$ 298,027,754	'51	$ 233,208,454	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

SPOT RATE FINDER

ALBERTVILLE, 5,397 pop.: Marshall Co.
WAVU, 500w-D, 630kc

	SB	1M	5M	15M	30M	1 Hr
D	2.95		6.50	11.80	17.50	29.50

WAVU-FM, Chan. 286, 105.1mc, 4.5kw, Bonus

ALEXANDER CITY, 6,430 pop.; Tallapoosa Co.
WRFS, 1kw-D, 1050kc, Sears & Ayer

D	4.00	5.00	12.00	20.00	25.00	30.00

WRFS-FM, Chan. 291, 106.1mc, 4.6kw, Sears & Ayer

N	2.00	2.50	6.00	10.00	12.50	15.00

ANDALUSIA, 9,162 pop.: Covington Co.
WCTA, 250w, 1340kc, KBS

D		3.75	6.00	10.00	18.00	30.00
N		5.00	10.00	20.00	30.00	50.00

WCTA-FM, Chan. 251, 98.1mc, 10.5kw, Bonus

ANNISTON, 31,066 pop.; 8,641 homes; 82.5% radio; 7,129 radio homes; Calhoun Co.
WHMA, 250w, 1450kc, ABC, Sears & Ayer

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WHMA-FM, Chan. 263, 100.3mc, 3.6kw, Sears & Ayer, Bonus
WSPC, 5kw-D, 1kw-N, 1390kc

D	1.50	3.00	4.50	9.37	18.75	35.00
N	3.00	6.00	9.00	18.75	37.50	70.00

ATHENS, 6,309 pop.; Limestone Co.
WJMW, 250w-D, 1010kc

D	4.00	4.00	10.00	20.00	30.00	60.00

ATMORE, 5,720 pop.; Escambia Co.
WATM, 250w-D, 1580kc

D		5.75	8.50	15.60	23.50	37.50

AUBURN, 12,939 pop.; 2,720 homes; 77.2% radio; 2,100 radio homes; Lee Co.
WAUD, 250w, 1230kc

D	2.50	4.00	7.50	15.00	27.00	45.00
N	2.50	4.00	7.50	15.00	27.00	45.00

BESSEMER, 28,445 pop.; 7,993 homes; 83.5% radio; 6,674 radio homes; Jefferson Co.; TV alloc.: Chan. 54.

2 AM non-affiliates, average 1-time rates

D	8.00	8.00	12.00	20.00	38.00	75.00
N	8.00	8.00	12.00	20.00	38.00	75.00

WBCO, 250w, 1450kc

D	8.00	8.00	12.00	20.00	38.00	75.00
N	8.00	8.00	12.00	20.00	38.00	75.00

WJLD, 250w, 1400kc, Hooper

D	8.00	8.00	12.00	20.00	38.00	75.00
N	8.00	8.00	12.00	20.00	38.00	75.00

WJLN (FM), Chan. 284, 104.7mc, 23kw (See Birmingham, Ala., listing)

BIRMINGHAM, 326,037 pop.; 92,585 homes; 89.7% radio; 83,049 radio homes; Jefferson Co.; TV alloc.: Chans. 6 (WBRC-TV, now Chan. 4), 10, 13 (WAFM-TV), 42, 48.

4 AM affiliates, average 1-time rates

D	12.83	14.12	23.44	38.50	57.60	96.25
N	22.67	24.75	43.75	72.00	108.00	180.00

3 AM non-affiliates, average 1-time rates

D	6.40	12.98	22.41	43.17	68.63	108.83

WAPI, 5kw, 1070kc, CBS, CBS Radio Spot Sales, BMB

D	14.00	16.00	20.00	40.00	60.00	100.00
N	28.00	32.00	40.00	80.00	120.00	200.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WAFM (FM), Chan. 258, 99.5mc, 55kw, CBS Radio Spot Sales

	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.00	9.00	13.50	30.00	50.00
N	14.00	16.00	18.00	22.50	50.00	80.00

WAFM-TV, Chan. 13, 13.6kw-aur., 26-kw-vis.

D	60.00	60.00	90.00	120.00	180.00	300.00
N	80.00	80.00	120.00	160.00	240.00	400.00

WBRC, 5kw, 960kc, NBC, Raymer, BMB

D	17.00	17.00	30.00	44.00	66.00	110.00
N	30.00	30.00	60.00	88.00	132.00	220.00

WBRC-TV, Chan. 4, 7.25kw-aur., 14.25kw-vis., NBC

D	30.00	30.00	46.88	75.00	112.50	187.50
N	50.00	50.00	90.00	120.00	180.00	300.00

WEDR, 1kw-D, 1220kc, McGillvra

D		10.00	17.50	30.00	60.00	120.00

WILD, 250w, 1490kc, MBS (CP: 5kw, 850kc)

D	7.50	7.50	18.75	30.00	45.00	75.00
N	10.00	10.00	25.00	40.00	60.00	100.00

WJLN (FM) Chan. 284, 104.7mc, 23kw

D	5.00	5.00	9.00	12.00	25.00	45.00
N	5.00	5.00	9.00	12.00	25.00	45.00

WLBS, 1kw-D, 900kc, Pearson

D	6.40	8.95	12.75	25.50	45.90	76.50

WSGN, 5kw-D, 1kw-N, 610kc, ABC, Blair, Pulse

D		16.00	25.00	40.00	60.00	100.00
N		27.00	50.00	80.00	120.00	200.00

WSGN-FM, Chan. 229, 93.7mc, 55kw, Bonus
WVOK, 50kw-D, 690kc

D		20.00	37.00	74.00	100.00	130.00

BREWTON, 5,146 pop.; Escambia Co.; TV alloc.: Chan. 23.
WEBJ, 250w, 1240kc, MBS

D	2.50	2.50	6.75	12.25	20.00	30.00
N	2.50	2.50	6.75	12.25	20.00	30.00

CARROLLTON, 710 pop.; Pickens Co.
WRAG, 1kw-D, 590kc

D	3.00	3.00	5.00	10.00	20.00	40.00

CLANTON, 4,640 pop.; Chilton Co.; TV alloc.: Chan. 14.
WKLF, 1kw-D, 980kc

D	4.00	4.00	7.50	15.00	22.50	37.50

CULLMAN, 7,523 pop.; Cullman Co.; TV alloc.: Chan. 60.
WFMH, 1kw-D, 1300kc

D	2.65	2.65	6.60	9.55	16.60	30.00

WFMH-FM, Chan. 265, 100.9mc, 0.43kw (FM rate 50% of AM)
WKUL, 250w, 1340kc, MBS

D	2.00	3.50	7.50	11.05	20.80	39.00
N	2.00	3.50	7.50	11.05	20.80	39.00

DECATUR, 19,974 pop.; 6,049 homes; 87.6% radio; 5,299 radio homes; Morgan Co.; TV alloc.: Chan. 23.
WHOS, 1kw-D, 800kc

D	3.90		6.50	13.00	19.50	39.00

WHOS-FM, Chan. 223, 92.5mc, 7kw

D		3.50	6.50	13.00	19.50	39.00
N		3.50	6.50	13.00	19.50	39.00

WMSL, 250w, 1400kc, MBS, Crossley

D	2.00	3.00	5.00	10.00	15.00	30.00
N	2.00	3.00	5.00	10.00	15.00	30.00

DEMOPOLIS, 5,004 pop.; Marengo Co.; TV alloc.: Chan. 18.
WXAL, 250w, 1400kc, MBS, KBS

D	4.00	4.00	7.50	19.00	26.00	40.00
N	4.00	4.00	7.50	19.00	26.00	40.00

DOTHAN, 21,584 pop.; 6,244 homes; 88.5% radio; 5,526 radio homes; Houston Co.; TV alloc.: Chans. 9, 19.

2 AM affiliates, average 1-time rates

D	3.25	3.25	6.00	12.20	21.00	35.00

WAGF, 1kw, 1320kc, MBS, McGillvra

D	3.00	3.00	5.00	10.00	18.00	20.00
N	(Rates on request)					

* * *

WDIG, 250w, 1450kc, ABC, Cummings, Schepp-Reiner

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	7.00	14.40	24.00	40.00
N	6.00	6.00	10.00	21.60	36.00	60.00

WOOF, 5kw-D, 560kc, Sears & Ayer, BMB

D	4.00	4.00	7.00	13.00	19.00	31.00

ENTERPRISE, 7,288 pop.; Coffee Co.; TV alloc.: Chan. 40.
WIRB, 250w, 1230kc

D	3.00	3.00	5.80	10.80	18.25	30.00
N	3.00	3.00	5.80	10.80	18.25	30.00

EUFAULA, 6,906 pop.; Barbour Co.; TV alloc.: Chan. 44.
WULA, 250w, 1240kc, MBS, Dodson, Crossley

D	3.50	3.50	7.00	14.00	21.00	35.00
N	3.50	3.50	7.00	14.00	21.00	35.00

FAYETTE, 3,707 pop.; Fayette Co.
WWWF, 1kw-D, 990kc

D	3.50	3.50	7.50	15.00	25.00	35.00

FLORENCE, 23,879 pop.; 6,896 homes; 83.3% radio; 5,744 radio homes; Lauderdale Co.; TV alloc.: Chan. 41.
WJOI, 250w, 1340kc, ABC, Conlan

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WOWL, 250w, 1240kc, Dora-Clayton

D	5.00	5.00	7.00	12.00	23.00	44.00
N	5.00	5.00	7.00	12.00	23.00	44.00

FORT PAYNE, 6,226 pop.; De Kalb Co.; TV alloc.: Chan. 19.
WFPA, 250w, 1400kc, MBS

D	2.00		5.00	10.00	17.00	30.00
N	2.00		5.00	10.00	17.00	30.00

WZOB, 1kw-D, 1250kc

D		2.00	5.00	10.00	17.50	32.00

GADSDEN, 55,725 pop.; 15,709 homes; 88.7% radio; 13,934 radio homes; Etowah Co.; TV alloc.: Chans. 15, 21.

2 AM affiliates, average 1-time rates

D		3.50	5.38	12.00	21.00	37.50
N		5.75	8.38	20.00	36.50	62.50

2 AM non-affiliates, average 1-time rates

D		3.80	7.80	15.60	23.40	39.00

WETO, 1kw-D, 930kc, McGillvra

D		3.60	7.60	15.20	22.80	38.00

WGAD, 5kw-D, 1kw-N, 1350kc, ABC, General Advertising Service

	SB	1M	5M	15M	30M	1 Hr
D		3.60	5.25	12.00	21.00	36.00
N		6.00	8.75	20.00	35.00	60.00

WGWD, 1kw-D, 570kc, Dora-Clayton

D		4.00	8.00	16.00	24.00	40.00

WJBY, 250w, 1240kc, MBS, Sears & Ayer

D		3.40	5.50	12.00	21.00	39.00
N		5.50	8.00	20.00	38.00	65.00

WJBY-FM, Chan. 279, 103.7mc, 1.5kw

GREENVILLE, 6,781 pop.; Butler Co.; TV alloc.: Chan. 49.
WGYY, 250w, 1400kc

D	1.50	3.00	3.50	6.30	18.00	30.00

GUNTERSVILLE, 5,253 pop.; Marshall Co.; TV alloc.: Chan. 40.
WGSV, 1kw-D, 1270kc

D	3.00	4.00	6.50	12.00	18.00	30.00

HALEYVILLE, 3,331 pop.; Winston Co.
WJBB, 250w, 1230kc, MBS, Indie Sales

D	2.00		5.00	12.00	18.00	30.00
N	2.00		5.00	12.00	18.00	30.00

HAMILTON, 1,623 pop.; Marion Co.
WERH, 1kw-D, 970kc, McGillvra

D	5.00	6.00	12.00	24.00	36.00	60.00

HUNTSVILLE, 16,437 pop.; 5,000 homes; 82.5% radio; 4,125 radio homes; Madison Co.; TV alloc.: Chan. 31.

2 AM affiliates, average 1-time rates

D	3.50	4.00	6.50	13.50	23.00	40.00
N	4.50	6.00	10.50	19.50	32.00	55.00

WBHP, 250w, 1230kc, MBS

D	3.00	3.00	5.00	15.00	28.00	50.00
N	3.00	3.00	5.00	15.00	28.00	50.00

WFUN, 250w, 1450kc, Sears & Ayer

D	4.00	4.00	6.00	12.00	18.00	30.00
N	4.00	4.00	6.00	12.00	18.00	30.00

WHBS, 1kw-D, 500w-N, 1550kc, ABC, Gill-Keefe & Perna, Cummings

D	4.00	5.00	8.00	12.00	18.00	30.00
N	6.00	9.00	16.00	24.00	36.00	60.00

WHBS-FM, Chan. 236, 95.1mc, 16kw, Gill-Keefe & Perna, Cummings, Bonus

JACKSON, 3,072 pop.; Clarke Co.
WPBB, 1kw-D, 1290kc

D	4.00	4.00	7.50	19.00	26.00	40.00

(Continued on page 18)

ALABAMA

SPOT RATE FINDER

(Continued from page 17)

JASPER, 8,589 pop.; Walker Co.; TV alloc.: Chan. 17.

WWWB, 250w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D		3.50	7.50	15.00	25.00	35.00
N		3.50	7.50	15.00	25.00	35.00

LANETT, 7,434 pop.; Chambers Co.

WRLD (West Point, Ga.), 250w, 1490kc, ABC, KBS, McGillvra

D	3.00		10.00	16.00	28.80	40.00
N	3.00		10.00	16.00	28.80	40.00

WRLD-FM, Chan. 275, 102.9mc, 10.2kw, Bonus

MARION, 2,822 pop.; Perry Co.

WJAM, 1kw-D, 1310kc

D	2.00	3.50	8.00	16.00	24.00	40.00

MOBILE, 129,009 pop.; 36,408 homes; 83.5% radio; 30,400 radio homes; Mobile Co.; TV alloc.: Chans. 5, 8, *42, 48.

3 AM affiliates, average 1-time rates

D	9.33	9.33	11.42	21.33	34.00	53.33
N	13.00	13.00	19.50	38.67	57.33	100.00

WABB, 5kw, 1480kc, ABC, MBS, Branham, Hooper

D	9.00	9.00	11.00	20.00	30.00	40.00
N	12.00	12.00	16.00	30.00	40.00	80.00

WABB-FM, Chan. 271, 102.1mc, 50kw, Branham, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

WALA, 5kw, 1410kc, NBC, Headley-Reed

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	11.25	24.00	36.00	60.00
N	15.00	15.00	22.50	48.00	72.00	120.00

WKAB, 1kw-D, 840kc, Dodson

D	6.00		10.80	24.00	36.00	60.00

WKRG, 1kw-D, 500w-N, 710kc, CBS, Young

D	9.00	9.00	12.00	20.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WKRG-FM, Chan. 260, 99.9mc, 3kw, Bonus

MONROEVILLE, 2,772 pop.; Monroe Co.

WMFC, 250w-D 1220kc

D	2.50	2.50	4.50	8.50	16.00	30.00

MONTGOMERY, 106,525 pop.; 30,402 homes; 80.7% radio; 24,534 radio homes; Montgomery Co.; TV alloc.: Chans. 12, 20, *26, 32.

4 AM affiliates, average 1-time rates

D	7.00	7.00	11.50	19.75	36.00	60.00
N	9.75	9.75	19.00	38.25	60.00	100.00

WAPX, 1kw, 1600kc, ABC, Walker

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WBAM, 50kw-D, 740kc (CP)

WCOV, 250w, 1240kc, CBS Taylor

D	5.50	5.50	10.00	19.00	36.00	60.00
N	9.00	9.00	16.00	33.00	60.00	100.00

WCOV-FM, Chan. 233, 94.5mc, 4.1kw, Bonus

WJJJ, 10kw-D, 1kw-N, 1170kc, MBS, Weed

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WMGY, 1kw-D, 800kc

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WSFA, 5kw-D, 1kw-N, 1440kc, NBC, Headley-Reed, Conlan

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

* * *

MUSCLE SHOALS, 1,937 pop.; Colbert Co.

WLAY, 250w, 1450kc, MBS, Devney, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

OPELIKA, 12,295 pop.; 3,384 homes; 77.2% radio; 2,612 radio homes; Lee Co.; TV alloc.: Chan. 22.

WJHO, 250w, 1400kc, MBS, KBS

D	1.50	2.50	7.50	15.00	27.00	45.00
N	1.50	2.50	7.50	15.00	27.00	45.00

ROANOKE, 5,392 pop.; Randolph Co.

WELR, 1kw-D, 1360kc, Dodson

D	2.25	2.25	5.40	9.00	15.00	30.00

RUSSELLVILLE, 6,012 pop.; Franklin Co.

WWWR, 1kw-D, 920kc, KBS

D		3.50	7.50	15.00	25.00	35.00
N		3.50	7.50	15.00	25.00	35.00

SCOTTSBORO, 4,731 pop.; Jackson Co.

WCRI, 250w, 1050kc

D		2.55	5.20	8.90	13.50	
N		2.55	5.20	8.90	13.50	

WROS, 1kw-D, 1330kc (CP)

SELMA, 22,840 pop.; 6,601 homes; 74.6% radio; 4,924 radio homes; Dallas Co.; TV alloc.: Chan. 58.

2 AM affiliates, average 1-time rates

D	4.00	7.00	14.00	22.00	40.00	
N	6.00	10.00	20.75	33.00	60.00	

WGWC, 250w, 1340kc, CBS, Dora-Clayton

D	4.00	8.00	16.00	24.00	40.00	
N	6.00	12.00	24.00	36.00	60.00	

WHBB, 250w, 1490kc, MBS, KBS, Sears & Ayer

D		6.00	12.00	20.00		
N		8.00	17.50	30.00		

SHEFFIELD, 10,767 pop.; 3,156 homes; 83.3% radio; 2,629 radio homes; Colbert Co.; TV alloc.: Chan. 47.

WSHF, 1kw-D, 1380kc (CP)

* * *

SYLACAUGA, 9,606 pop.; Talladega Co.; TV alloc.: Chan. 24.

WFEB, 250w, 1340kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D		3.00	5.00	15.00	30.00	45.00
N		3.00	5.00	15.00	30.00	45.00

WMLS, 1kw-D, 1290kc

D			5.00	15.00	30.00	

TALLADEGA, 13,134 pop.; 3,167 homes; 82.1% radio; 2,600 radio homes; Talladega Co.; TV alloc.: Chan. 64.

WHTB, 250w, 1230kc, MBS, KBS

D	2.85	2.85	7.85	10.70	17.80	35.75
N	2.85	2.85	7.85	10.70	17.80	35.75

THOMASVILLE, 2,425 pop.; Clarke Co.; TV alloc.: Chan. 27.

TROY, 8,555 pop.; Pike Co.; TV alloc.: Chan. 38.

WTBF, 250w, 1490kc, MBS

D	3.00	3.00	5.00	10.00	18.00	30.00
N	3.00	3.00	5.00	10.00	18.00	30.00

TUSCALOOSA, 46,396 pop.; 10,801 homes; 82.1% radio; 8,868 radio homes; Tuscaloosa Co.; TV alloc.: Chans. 45, 51.

2 AM affiliates, average 1-time rates

D	4.50	4.50	7.00	12.00	23.00	44.50

WJRD, 5kw-D, 1150kc, Dora-Clayton

D	5.00	5.00	7.00	12.00	23.00	44.00
N	5.00	5.00	7.00	12.00	23.00	44.00

WNPT, 1kw-D, 1280kc

D	4.00	4.00	7.00	12.00	23.00	45.00

WTBC, 250w, 1230kc, MBS, KBS, Sears & Ayer

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

TUSKEGEE, 6,712 pop.; Macon Co.; TV alloc.: Chan. 16.

UNIVERSITY, Tuscaloosa Co.; TV alloc.: Chan. *7.

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ALABAMA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Autauga	18,186	20,977	—13.3	4,385	13,801	4,476	3,464	77.4	1,408	5,653	$ 3,012,505	2,491	$1,089	511,000
Baldwin	40,997	32,324	26.8	7,086	33,911	10,730	8,981	83.7	3,587	23,410	8,145,093	7,260	1,113	478,000
Barbour	28,892	32,722	—11.7	6,906	21,986	7,126	5,330	74.8	2,140	12,086	5,388,750	3,638	1,760	665,000
Bibb	17,987	20,155	—10.8		17,987	4,401	3,728	84.7	2,077	7,383	1,148,023	2,162	909	269,000
Blount	28,975	29,490	—1.7	2,802	26,173	7,340	5,982	81.5	2,767	9,678	5,389,068	3,356	578	158,000
Bullock	16,054	19,810	—19.0	3,232	12,822	3,905	2,858	73.2	932	4,999	2,145,975	1,428	713	192,000
Butler	29,229	32,447	—9.9	6,781	22,447	7,033	5,429	77.2	2,248	14,127	2,456,251	4,060	1,731	675,000
Calhoun	79,539	63,319	25.6	43,543	35,996	20,556	17,164	83.5	8,619	52,301	2,003,725	17,019	10,063	6,277,000
Chambers	39,528	42,146	—6.2	16,138	23,390	10,210	8,526	84.0	4,475	10,986	2,578,873	7,460	7,976	4,397,000
Cherokee	17,634	19,928	—11.5		17,634	4,302	3,704	86.1	2,478	4,623	3,644,566	2,806	108	34,000
Chilton	26,922	27,955	—3.7	4,640	22,282	6,896	5,551	80.5	2,778	10,633	2,723,507	3,853	1,016	437,000
Choctaw	19,152	20,195	—5.2		19,152	4,448	3,367	75.7	992	5,684	1,187,941	1,810	1,152	295,000
Clarke	26,548	27,636	—3.9	3,072	23,476	6,658	5,193	78.0	1,805	17,060	1,510,261	3,762	2,412	862,000
Clay	13,929	16,907	—17.6		13,929	3,561	2,877	80.8	1,440	4,975	1,138,584	2,003	508	167,000
Cleburne	11,904	13,629	—12.7		11,904	2,919	2,318	79.4	1,019	3,142	779,762	1,786	305	73,000
Coffee	30,720	31,987	—4.0	10,224	20,496	7,737	6,066	78.4	2,628	11,433	6,895,621	5,493	1,116	417,000
Colbert	39,561	34,093	16.0	17,501	22,060	10,305	8,584	83.3	4,453	25,776	6,027,271	7,759	4,082	2,736,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

WCOV

MONTGOMERY, ALABAMA

CBS Since 1938

Represented by

THE O. L. TAYLOR COMPANY

MORE LISTENERS

WCOV HAS BEEN FIRST IN LISTENER RATINGS DURING DAYTIME HOURS IN EVERY SURVEY MADE DURING THE PAST THREE YEARS.

BETTER COVERAGE

WCOV AND WCOV-FM COMBINE TO OFFER THE BEST DAY & NITE COVERAGE OF THE CENTRAL ALABAMA MARKET.

LOWER COST

WCOV'S RATES ARE 25% TO 40% LOWER IN CLASS "A" TIME PERIODS AND 50% TO 65% LOWER IN CLASS "B" TIME PERIODS. WHY PAY MORE FOR LESS?

XUM

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Conecuh	21,776	25,489	—14.6	3,454	18,322	5,162	4,021	77.9	1,432	6,906	2,875,235	2,220	1,118	453,000
Coosa	11,766	13,460	—12.6		11,766	2,928	2,345	80.1	1,031	3,403	859,367	1,766	523	164,000
Covington	40,373	42,417	—4.8	17,115	23,258	10,650	8,286	77.8	3,768	22,000	5,060,339	6,757	4,257	1,586,000
Crenshaw	18,981	23,631	—19.7		18,981	4,786	3,800	79.4	1,644	7,469	3,566,149	2,335	517	136,000
Cullman	49,046	47,343	3.6	7,523	41,523	12,237	10,365	84.7	5,706	19,597	8,362,184	7,000	1,009	425,000
Dale	20,828	22,685	—8.2	5,238	15,590	5,453	4,281	78.5	2,043	7,224	3,862,591	3,654	1,389	389,000
Dallas	56,270	55,245	1.9	22,840	33,430	14,250	10,559	74.1	2,747	33,252	6,566,257	7,933	3,134	1,073,000
DeKalb	45,048	43,075	7.4	6,226	38,822	11,581	9,682	83.6	4,787	16,077	8,073,302	6,051	1,629	610,000
Elmore	31,649	34,546	—8.4	6,023	25,626	7,885	6,387	81.0	3,040	13,059	3,620,124	5,316	3,602	1,759,000
Escambia	31,443	30,671	2.5	10,866	20,577	7,646	5,994	78.4	2,368	21,036	3,269,556	4,784	1,743	717,000
Etowah	93,892	72,580	29.4	63,262	30,630	25,276	22,091	87.4	11,387	69,937	2,932,991	200,048	15,405	10,653,000
Fayette	19,388	21,651	—10.5	3,707	15,681	4,988	4,060	81.4	2,167	7,821	1,877,168	2,909	1,076	437,000
Franklin	25,705	27,552	—6.7	6,012	19,693	6,527	5,306	81.3	2,630	11,544	3,132,860	3,618	688	316,000
Geneva	25,899	29,172	—11.2	3,579	22,320	6,624	5,226	78.9	2,276	11,976	6,439,489	3,951	2,011	783,000
Greene	16,482	19,185	—14.1		16,482	3,965	2,926	73.8	646	6,737	2,570,201	1,389	338	79,000
Hale	20,832	25,533	—18.4		20,832	4,889	3,681	75.3	1,107	6,426	4,522,117	1,997	427	89,000
Henry	18,674	21,912	—14.8		18,674	4,385	3,460	78.9	1,517	7,024	6,418,276	2,705	593	151,000
Houston	46,522	45,665	1.9	21,584	24,938	12,406	10,421	84.0	4,906	34,255	8,612,607	9,074	1,771	885,000
Jackson	38,998	41,802	—6.7	4,731	34,267	9,504	7,822	82.3	3,981	13,301	5,736,653	4,188	1,269	355,000
Jefferson	558,928	459,930	21.5	448,546	110,382	153,529	136,948	89.2	86,706	516,896	2,930,028	113,264	56,893	40,801,000
Lamar	16,441	19,708	—16.6		16,441	4,228	3,475	82.2	1,859	5,011	2,192,492	1,875	369	88,000
Lauderdale	54,179	46,230	17.2	23,879	30,300	14,302	11,813	82.6	5,596	34,052	5,914,496	10,123	1,294	603,000
Lawrence	27,128	27,880	—2.7		27,128	6,469	5,195	80.3	2,225	6,274	7,796,190	2,699	40	13,000
Lee	45,073	36,455	23.6	25,234	19,839	10,629	8,206	77.2	3,214	24,318	2,611,956	6,954	3,748	1,687,000
Limestone	35,766	35,642	0.3	6,309	29,457	8,769	7,059	80.5	3,239	14,865	10,276,576	4,965	160	44,000
Lowndes	18,018	22,661	—20.5		18,018	4,152	3,060	73.7	673	4,867	3,738,686	1,354	325	68,000
Macon	30,561	27,654	10.5	6,712	23,849	6,494	4,896	75.4	1,553	9,916	2,518,180	3,274	284	74,000
Madison	72,903	66,317	9.9	34,908	37,995	18,413	15,614	84.8	8,228	51,246	10,783,541	12,727	4,247	2,320,000
Marengo	29,494	35,736	—17.5	5,004	24,490	7,299	5,365	73.5	1,535	12,988	4,541,586	2,754	1,312	477,000
Marion	27,264	25,967	—5.3		27,264	6,806	5,656	83.1	2,800	10,020	3,130,822	3,638	564	272,000
Marshall	45,090	39,802	6.4	13,728	31,362	11,768	9,920	84.3	5,265	28,061	7,841,572	7,389	1,396	578,000
Mobile	231,105	118,363	62.8	182,963	48,142	62,098	51,852	83.5	20,856	188,608	5,262,656	43,392	19,754	12,453,000
Monroe	25,732	29,465	—12.7	2,772	22,960	6,055	4,729	78.1	1,746	10,463	8,585,509	3,099	2,035	743,000
Montgomery	138,965	114,420	21.5	109,468	29,497	37,663	30,206	80.2	15,221	129,492	3,785,639	26,619	6,825	3,285,000
Morgan	52,924	48,148	9.9	23,403	29,521	14,422	12,302	85.3	7,011	38,352	6,758,366	9,164	4,061	2,430,000
Perry	20,439	26,610	—23.2	2,822	17,617	4,667	3,570	76.5	1,117	7,743	3,567,117	1,841	845	282,000
Pickens	24,349	27,671	—12.0	3,170	21,179	5,827	4,632	79.5	2,015	9,039	3,220,014	2,671	917	363,000
Pike	30,608	32,493	—5.8	11,160	19,448	7,689	5,944	77.3	2,700	14,860	5,461,891	4,439	1,197	415,000
Randolph	22,513	25,516	—11.8	5,392	17,121	5,745	4,665	81.2	2,410	9,183	1,968,142	3,408	1,843	845,000
Russell	40,364	35,775	12.8	23,305	17,059	9,924	7,582	76.4	3,007	9,930	2,211,579	5,801	985	339,000
St. Clair	26,687	27,336	—2.4	74	26,613	6,610	5,585	84.5	3,007	10,074	1,492,436	4,126	1,434	992,000
Shelby	30,362	28,962	4.8		30,362	7,588	6,397	84.3	3,083	10,955	1,944,588	4,117	1,255	539,000
Sumter	23,610	27,321	—13.6		23,610	5,559	4,203	75.6	1,128	8,210	3,414,586	1,956	887	263,000
Talladega	63,639	51,832	22.8	29,816	33,823	15,170	12,212	80.5	4,761	34,038	3,435,539	10,534	6,849	3,784,000
Tallapoosa	35,074	35,270	—0.6	8,445	26,629	9,054	7,542	83.3	3,850	18,836	1,839,841	6,386	4,499	2,498,000
Tuscaloosa	94,092	76,036	23.7	50,281	43,811	22,147	18,183	82.1	8,794	51,780	4,049,832	15,291	6,724	4,285,000
Walker	63,769	59,445	—0.7	11,745	52,024	16,218	13,915	85.8	8,136	33,031	1,880,574	9,214	2,078	944,000
Washington	15,612	16,365	—3.6		15,612	3,612	2,810	77.8	951	3,973	1,490,428	1,543	645	208,000
Wilcox	23,476	26,279	—10.7		23,476	5,280	3,923	74.3	1,009	5,996	3,254,746	1,572	1,368	334,000
Winston	18,250	18,746	—2.6	3,331	14,919	4,536	3,774	83.2	1,771	5,830	1,684,609	2,245	394	130,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

ARIZONA

SPOT RATE FINDER

AJO, 5,817 pop.; Pima Co.; TV alloc.: Chan 14.

BISBEE, 3,801 pop.; Cochise Co.; TV alloc.: Chan. 15.
KSUN, 250w, 1230 kc, MBS, Blair, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.75	6.10	9.00	18.00	27.00	45.00
N	6.30	8.10	9.00	18.00	27.00	45.00

CASA GRANDE, 4,181 pop.; Pinal Co.; TV alloc.: Chan. 18.

CLIFTON, 3,466 pop.; Greenlee Co.; TV alloc.: Chan. 25.
KCLF, 250w, 1400kc, ABC

D	3.50	3.00		10.00	14.40	24.00
N	4.00	3.50		16.50	24.00	40.00

COOLIDGE, 4,306 pop.; Pinal Co.; TV alloc.: Chan. 30.
KCKY, 1kw, 1150kc, CBS

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

DOUGLAS, 9,442 pop.; Cochise Co.; TV alloc.: Chan. 3.
KAWT, 250w, 1450kc, NBC, Raymer

D	4.00	4.00	9.00	18.00	27.00	45.00
N	8.00	8.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

ELOY, 3,580 pop.; Pinal Co.; TV alloc.: Chan. 24.

FLAGSTAFF, 7,663 pop.; Coconino Co.; TV alloc.: Chans. 9, 13.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.50	6.25	12.50	18.75	34.50
N	6.50	7.00	10.00	17.00	25.00	48.00

KCLS, 250w, 1340kc, Don Lee, MBS

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	10.00	14.00	20.00	36.00

KGPH, 250w, 1230kc, ABC

D	4.00	5.00	6.50	13.00	19.50	39.00
N	5.00	6.00	10.00	20.00	30.00	60.00

GLOBE, 6,419 pop.; Gila Co.; TV alloc.: Chan. 34.
KWJB, 250w, 1240kc, NBC, Raymer

D	4.00	5.00	10.00	15.00	25.00
N	8.00	10.00	20.00	30.00	50.00

HOLBROOK, 2,336 pop.; Navajo Co.; TV alloc.: Chan. 14.

KINGMAN, 3,342 pop.; Mohave Co.; TV alloc.: Chan. 6.
KGAN, 250w, 1230kc

D	3.00	3.00	4.00	10.00	20.00	35.00
N	3.00	3.00	4.00	10.00	20.00	35.00

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MARKET INDICATORS FOR ARIZONA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	749,587	'50	499,261	'40
Urban Population	416,000	'50	(1) 173,981	'40
Rural Population	333,587	'50	(1) 325,280	'40
Total Homes	210,398	'50	131,133	'40
Percentage Radio	93.7%	'50	69.0%	'40
Radio Homes	209,667	'50	87,781	'40
Retail Sales	$ 795,675,000	'51	$ 653,321,000	'48
Automobiles	293,833	'51	270,799	'50
Telephones	176,100	'52	80,600	'45
New Construction	$ 100,900,000	'47	$ 50,200,000	'40
Median Family Income	$ 2,375	'49		
Farm Income	$ 203,936,809	'49	$ 95,383,395	'44
Employed	238,695	'50	148,973	'40
Internal Revenue Collections	$ 106,356,762	'51	$ 74,822,094	'50

(1) Old urban definition of Census Bureau.

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* * *

MESA, 16,790 pop.; 4,737 homes; 92.2% radio; 4,368 radio homes; Maricopa Co.; TV alloc.: Chan. 12.
KTYL, 1kw, 1310kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	6.00	11.00	20.00	36.00
N	6.00	6.00	6.00	11.00	20.00	36.00

KTYL-FM, Chan. 284, 104.7mc, 50kw

D	10.00	18.00	30.00	
N	10.00	18.00	30.00	

MIAMI, 4,329 pop.; Gila Co.; TV alloc.: Chan. 28.

MORENCI, 6,541 pop.; Greenlee Co.; TV alloc.: Chan. 31.

NOGALES, 6,153 pop.; Santa Cruz Co.; TV alloc.: Chan. 17.
KNOG, 250w, 1340kc, O'Connell

	SB	1M	5M	15M	30M	1 Hr
D			5.00	7.00	10.00	17.00
N			6.00	10.00	15.00	25.00

(Continued on page 20)

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ARIZONA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Apache	27,767	24,095	15.2		27,767	5,193	4,559	87.8	1,372	7,097	$ 3,419,675	1,629	$1,062	7,791
Cochise	31,488	34,627	—9.1	15,853	15,635	9,459	8,977	94.9	6,893	31,308	5,849,700	8,919	2,795	9,365
Coconino	23,910	18,770	27.4	7,663	16,247	6,016	5,450	90.6	2,403	25,516	3,736,931	5,256	2,473	8,052
Gila	24,158	23,867	1.2	10,748	13,410	6,945	6,528	94.0	4,631	20,943	2,120,706	6,905	3,317	7,393
Graham	12,985	12,113	7.2	3,756	9,229	3,401	3,190	93.8	1,821	12,785	8,303,547	3,589	2,224	3,704
Greenlee	12,805	8,698	47.2	10,007	2,798	3,277	3,080	94.0	1,567	9,093	1,138,200	3,530	3,588	4,112
Maricopa	331,770	186,193	78.2	237,983	93,787	96,497	90,900	94.2	36,344	401,357	91,763,033	108,264	2,892	108,423
Mohave	8,510	8,591	—0.9	3,342	5,168	2,568	2,404	93.6	1,657	11,005	1,450,815	2,321	3,198	3,077
Navajo	29,446	25,309	16.3	6,518	22,928	6,884	6,216	90.3	2,518	18,840	4,034,764	4,256	1,772	8,809
Pima	141,216	72,838	93.9	78,307	62,909	41,074	38,979	94.9	14,619	156,716	9,344,908	45,595	2,978	42,905
Pinal	43,191	28,841	49.8	12,067	31,124	11,074	10,210	92.2	3,695	28,324	42,530,546	9,351	2,402	12,419
Santa Cruz	9,344	9,482	—1.5	6,153	3,191	2,509	2,308	92.0	1,546	13,413	1,849,762	2,267	2,547	3,054
Yavapai	24,991	26,511	—5.7	9,717	15,274	7,743	7,302	94.3	5,473	26,892	4,873,479	7,042	3,081	8,501
Yuma	28,006	19,326	44.9	13,886	14,120	7,758	7,246	93.4	3,242	32,386	22,238,986	8,860	3,119	10,370

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John Blair, Nat'l. Rep.

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*Rand-McNally "Business Trends"

ARIZONA

SPOT RATE FINDER

(Continued from page 19)

PHOENIX, 106,818 pop.; 34,250 homes; 94.8% radio; 32,469 radio homes; Maricopa Co.; TV alloc.: Chans. 3, 5 (KPHO-TV), *8, 10.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	11.54	12.66	15.13	28.38	44.75	77.50
N	19.24	21.68	26.25	48.75	77.50	135.00

3 AM non-affiliates, average 1-time rates

D	4.17	5.25	11.00	17.17	27.50	47.67
N	6.25	7.50	15.00	25.00	37.50	62.50

KIFN, 250w-D, 860kc, Oakes

D	3.00	3 75	9.00	13.50	25.50	48.00

KOOL, 5kw, 960kc, CBS, Hollingbery, Hooper

D	15.12	15.12	14.00	28.00	42.00	70.00
N	27.72	27.72	28.00	56.00	84.00	140.00

KOY, 5kw-D, 1kw-N, 550kc, MBS, Don Lee, Blair, BMB

D	12.00	12.00	16.00	32.00	48.00	80.00
N	15.00	15.00	20.00	40.00	60.00	100.00

KPHO, 5kw, 910kc, ABC, Petry

D	7.50	10.00	12.50	17.50	35.00	70.00
N	15.00	20.00	25.00	35.00	70.00	140.00

KPHO-TV, Chan. 5, 8.75kw-aur.; 17.5kw-vis.; ABC, CBS, NBC, Du-Mont, Paramount, Petry

D	36.00	36.00	45.00	72.00	108.00	180.00
N	60.00	60.00	75.00	120.00	180.00	300.00

KRIZ, 250w, 1230kc, Burn-Smith

D	4.50	4.50	9.00	18.00	27.00	45.00
N	7.50	7.50	15.00	30.00	45.00	75.00

KRUX, 250w, 1340kc, O'Connell

D	5.00	7.50	15.00	20.00	30.00	50.00
N	5.00	7.50	15.00	20.00	30.00	50.00

KTAR, 5kw, 620kc, NBC, Raymer

D		13.50	18.00	36.00	54.00	90.00
N		24.00	32.00	64.00	96.00	160.00

PRESCOTT, 6,764 pop.; Yavapai Co.; TV alloc.: Chan. 15.

KYCA, 250w, 1490kc, NBC, Raymer

D	3.60	3.60	6.00	12.00	18.00	30.00
N	6.80	6.80	10.00	20.00	30.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

SAFFORD, 3,756 pop.; Graham Co.; TV alloc.: Chan. 21.

KGLU, 1kw, 1480kc, NBC, Raymer

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

TUCSON, 45,454 pop.; 13,788 homes; 95.4% radio; 13,154 radio homes; Pima Co.; TV alloc.: Chans. 4, *6, 9, 13.

4 AM affiliates, average 1-time rates

D	7.13	7.17	9.25	16.50	24.75	41.25
N	11.00	13.33	14.00	25.00	37.50	62.50

KCNA, 5kw-D, 500w-N, 580kc, ABC, Hollingbery, Hooper

D	10.00		10.00	20.00	30.00	50.00
N	10.00		10.00	20.00	30.00	50.00

KOPO, 250w, 1450kc, CBS, Forjoe, Hooper

D	6.00	9.00	10.00	14.00	21.00	35.00
N	12.00	18.00	20.00	28.00	42.00	70.00

KTKT, 250w, 1490kc, Best

D	4.00	4.00	6.40	12.80	19.20	32.00
N	6.50	6.50	9.60	19.20	28.80	48.00

KTUC, 250w, 1400kc, MBS, Don Lee, Blair, BMB

D	5.00	5.00	7.00	12.00	18.00	30.00
N	8.00	8.00	10.00	20.00	30.00	50.00

KVOA, 1kw, 1290kc, NBC, Raymer, Hooper

D	7.50	7.50	10.00	20.00	30.00	50.00
N	14.00	14.00	16.00	32.00	48.00	80.00

WILLIAMS, 2,152 pop.; Coconino Co.; TV alloc.: Chan. 25.

WINSLOW, 6,518 pop.; Navajo Co.; TV alloc.: Chan. 16.

KVNC, 1kw, 1010kc (CP)

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

YUMA, 9,145 pop.; Yuma Co.; TV alloc.: Chans. 11, 13.

KSWB, 250w, 1240kc
(No rates available)

KYMA, 250w, 1400kc, MBS, Don Lee, Blair

D	3.00	3.00	4.00	8.00	12.00	20.00
N	6.00	6.00	8.00	12.00	24.00	40.00

KYUM, 1kw, 560kc, NBC, Raymer

D		5.50	8.00	16.00	24.00	40.00
N		10.00	14.00	28.00	42.00	70.00

XUM

ARKANSAS

SPOT RATE FINDER

ARKADELPHIA, 6,819 pop.; Clark Co.: TV alloc.: Chan. 34.
KVRC, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.50	7.50	15.00	22.50	38.00
N	4.50	5.50	9.00	19.00	30.00	48.00

BATESVILLE, 6,414 pop.; Independence Co.: TV alloc.: Chan. 30.
KBTA, 250w, 1340kc, MBS

D	3.50	4.50	7.00	11.00	18.00	33.00
N	4.25	5.25	7.75	12.00	21.00	35.00

BENTON, 6,277 pop.; Saline Co.; TV alloc.: Chan. 40.

BLYTHEVILLE, 16,234 pop.; 5,001 homes; 80.6% radio; 4,031 radio homes; Mississippi Co.; TV alloc.: Chans. 64, 74.
KLCN, 1kw-D, 900kc, Pearson

D	5.00	5.00	10.00	20.00	30.00	50.00

KLCN-FM, Chan. 241, 96.1mc, 21kw, Pearson

N (only)	2.50	2.50	5.00	10.00	15.00	25.00

CAMDEN, 11,372 pop.; 3,501 homes; 80.3% radio; 2,811 radio homes; Ouachita Co.; TV alloc.: Chan. 50.
KAMD, 250w, 1450kc, MBS

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

KPLN, 1kw-D, 1370kc (CP)

CONWAY, 8,610 pop.; Faulkner Co.; TV alloc.: Chan. 49.
KCON, 250w, 1230kc, KBS

D		3.20	6.75	13.50	24.00	
N		5.00	8.25	16.50	30.00	

KCON-FM, Chan. 249, 97.7mc, 0.97kw (CP)

CROSSETT, 4,619 pop.; Ashley Co.
KAGH, 100w, 1240kc

D	1.50	4.00	6.00	10.00	20.00	40.00
N	1.50	4.00	6.00	10.00	20.00	40.00

EL DORADO, 23,076 pop.; 7,261 homes; 87.9% radio; 6,382 radio homes; Union Co.; TV alloc.: Chans. 10, 26.
KDMS, 1kw-D, 1290kc, Devney

D	6.00	6.00	9.00	18.00	32.00	50.00

KELD, 250w, 1400kc, ABC, Continental

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

FAYETTEVILLE, 17,071 pop.; 4,754 homes; 90.6% radio; 4,307 radio homes; Washington Co.; TV alloc.: Chans. *13, 41.
KGRH, 250w, 1450kc, MBS, Walker

D	2.75	3.75	8.00	16.00	24.00	40.00
N	3.25	4.50	10.00	20.00	30.00	50.00

FORREST CITY, 7,607 pop.; St. Francis Co.: TV alloc.: Chan. 22.
KXJK, 1kw-D, 950kc

D	3.00	5.00	7.00	14.00	26.00	50.00

FORT SMITH, 47,942 pop.; 14,938 homes; 90.5% radio; 13,519 radio homes; Sebastian Co.; TV alloc.: Chans. 5, *16, 22.

3 AM affiliates, average 1-time rates

D	6.97	9.00	14.33	23.67	38.67	62.50
N	9.60	13.00	22.67	35.33	57.67	72.50

KFPW, 250w, 1230kc, CBS, Avery-Knodel

D	5.40	9.00	18.00	27.00	45.00	
N	10.80	18.00	36.00	54.00	90.00	

KFPW-FM, Chan. 235, 94.9mc, 14kw, Avery-Knodel, Bonus
KFSA, 1kw-D, 500w-N, 950kc, ABC, Pearson, Conlan, BMB

D	9.00	9.00	12.00	20.00	35.00	65.00
N	9.00	9.00	12.00	20.00	35.00	65.00

KFSA-FM, Chan. 296, 107.1mc, .32kw, Bonus
KWHN, 5kw, 1320kc, MBS, Rambeau, Conlan

D	6.50	9.00	13.00	24.00	36.00	60.00
N	9.00	12.00	20.00	32.00	48.00	80.00

HARRISON, 5,542 pop.; Boone Co.; TV alloc.: Chan. 24.
KHOZ, 250w, 1240kc, MBS

D		2.50	7.50	14.00	21.00	35.00
N		3.50	10.00	20.00	30.00	50.00

HELENA, 11,236 pop.; 3,708 homes; 73.2% radio; 2,714 radio homes; Phillips Co.; TV alloc.: Chan. 54.
KFFA, 1kw, 1360kc, MBS, Continental, Conlan, BMB

D	4.50	5.00	8.00	16.00	24.00	40.00
N	7.00	8.00	16.00	32.00	48.00	80.00

HOPE, 8,605 pop.; Hempstead Co.; TV alloc.: Chan. 15.
KXAR, 250w, 1490kc, MBS

D			5.00	10.00	18.00	30.00
N			6.00	12.00	21.00	35.00

HOT SPRINGS, 29,307 pop.; 9,663 homes; 86.3% radio; 8,339 radio homes; Garland Co.; TV alloc.: Chans. 9, 52.
KTHS, 10kw-D, 1kw-N, 1090kc, ABC, Branham, Conlan, BMB

D		17.50	25.00	50.00	75.00	125.00
N		35.00	50.00	100.00	150.00	250.00

(CP to move to Little Rock, Ark., 50kw.)

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

KWFC, 250w, 1340kc, MBS, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D		6.00	9.00	18.00	27.00	45.00
N		8.00	14.00	26.00	39.00	65.00

JONESBORO, 16,310 pop.; 4,814 homes; 89.8% radio; 4,323 radio homes; Craighead Co.; TV alloc.: Chans. 8, 39.
KBTM, 250w, 1230kc, MBS, BMB

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

KBTM-FM, Chan. 270, 101.9mc, 8.1kw, Bonus
KNEA, 1kw-D, 970kc, Sears & Ayer, Conlan

D	5.00	7.50	15.00	30.00	45.00	75.00

* * *

MARKET INDICATORS FOR ARKANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,909,511	'50	1,949,387	'40
Urban Population	630,591	'50	(1) 431,910	'40
Rural Population	1,278,920	'50	(1) 1,517,477	'40
Total Homes	524,708	'50	495,825	'40
Percentage Radio	83.9%	'50	50.9%	'40
Radio Homes	448,234	'50	244,586	'40
Retail Sales	$1,301,877,000	'51	$1,079,050,000	'48
Automobiles	499,642	'51	477,265	'50
Telephones	262,900	'52	136,900	'45
New Construction	$ 186,900,000	'47	$ 72,600,000	'40
Median Family Income	$ 1,315	'49		
Employed	615,796	'50	582,944	'40
Internal Revenue Collections	$ 130,827,364	'51	$ 105,425,486	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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LITTLE ROCK, 102,213 pop.; 31,064 homes; 90.2% radio; 28,018 radio homes; Pulaski Co.; TV alloc.: Chans. *2, 4, 11, 17, 23.

4 AM affiliates, average 1-time rates

D	9.26	10.05	12.43	25.00	37.50	64.25
N	13.57	13.78	20.10	44.00	66.00	113.50

KARK, 5kw, 920kc, NBC, Petry, BMB, Hooper

D	10.30	13.70	18.30	32.00	48.00	80.00
N	17.20	20.60	34.30	64.00	96.00	160.00

KGHI, 1kw-D, 50w-N, 1250kc, ABC, Hollingbery, Hooper

D		6.00	7.00	14.00	21.00	42.00
N		8.00	14.00	28.00	42.00	84.00

KLRA, 10kw-D, 5kw-N, 1010kc, CBS, Taylor

D	10.00	13.00		30.00	45.00	75.00
N	16.00	19.00		60.00	90.00	150.00

KTHS (CP to move from Hot Springs)
KVLC, 1kw-D, 1050kc, Radio Reps.

D	5.75	5.75	7.00	18.00	34.00	60.00

KXLR, 5kw-D, 1kw-N, 1150kc, MBS, Pearson

D	7.50	7.50	12.00	24.00	36.00	60.00
N	7.50	7.50	12.00	24.00	36.00	60.00

MAGNOLIA, 6,918 pop.; Columbia Co.; TV alloc.: Chan. 28.
KVMA, 1kw-D, 630kc, KBS

D	4.00	5.00	7.00	14.00	22.00	40.00

MALVERN, 8,072 pop.; Hot Spring Co.; TV alloc.: Chan. 46.
KDAS, 1kw-D, 1420kc, Devney

D	6.00	6.00	9.00	18.00	32.00	50.00

KGRO, 1kw-D, 1380kc (CP)

MENA, 4,445 pop.; Polk Co.
KENA, 250w, 1450kc, MBS, Continental

D	2.50	3.00	7.00	15.00	30.00	60.00
N	2.50	3.00	7.00	15.00	30.00	60.00

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MORRILTON, 5,483 pop.; Conway Co.; TV alloc.: Chan. 43.

NEWPORT, 6,254 pop.; Jackson Co.; TV alloc.: Chan. 28.
KNBY, 1kw-D, 1280kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00

OSCEOLA, 5,006 pop.; Mississippi Co.
KOSE, 1kw-D, 860kc, Continental, Conlan

D	4.50	5.00	8.00	16.00	24.00	40.00

PARAGOULD, 9,668 pop.; Greene Co.; TV alloc.: Chan. 44.
KDRS, 250w, 1490kc

D	2.50	3.25	7.50	14.00	21.00	35.00
N	2.50	3.25	7.50	14.00	21.00	35.00

PINE BLUFF, 37,162 pop.; 11,193 homes; 85.9% radio; 9,615 radio homes; Jefferson Co.; TV alloc.: Chans. 7, 36.
KCLA, 250w, 1400kc

D	4.00	5.40	10.80	21.60	32.40	54.00
N	4.00	5.40	10.80	21.60	32.40	54.00

KOTN, 250w, 1490kc, MBS, KBS

D	3.50	3.50	8.00	14.00	24.00	40.00
N	3.50	3.50	8.00	14.00	24.00	40.00

POCAHONTAS, 3,840 pop.; Randolph Co.
KPOC, 1kw-D, 1420kc, White

D	3.00	4.15	12.75	22.50	34.50	54.00

KPOC-FM, Chan. 249, 97.7mc, 0.374kw

RUSSELLVILLE, 8,166 pop.; Pope Co.; TV alloc.: Chan. 19.
KXRJ, 250w, 1490kc, MBS

D	2.50	3.00	5.00	8.00	14.00	25.00
N	3.50	4.50	6.75	11.00	19.00	34.50

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SEARCY, 6,024 pop.; White Co.; 1 v alloc.: Chan. 33.
KWCB, 1kw-D, 1300kc

	SB	1M	5M	15M	30M	1 Hr
D		3.00	4.20	6.00	14.00	24.00	42.00

SILOAM SPRINGS, 3,270 pop.; Benton Co.
KUOA, 5kw-D, 1290kc, MBS, Conlan, BMB

D	5.00	7.00	12.50	25.00	37.50	62.50

KUOA-FM, Chan. 289, 105.7mc, 2.6kw

D	.75	1.05	2.25	3.60	5.60	9.00
N	1.00	1.40	2.50	5.00	7.50	12.50

SPRINGDALE, 5,835 pop.; Washington Co.; TV alloc.: Chan. 35.
KBRS, 250w, 1340kc, ABC, Pearson

D		5.50	8.00	13.00	24.00	45.00
N		5.50	8.00	13.00	24.00	45.00

STUTTGART, 7,276 pop.; Arkansas Co.; TV alloc.: Chan. 14.
KWAK, 250w, 1240kc, MBS

D	3.50	4.23	6.50	13.00	19.50	32.50
N	5.00	6.50	10.00	20.00	30.00	50.00

TEXARKANA, 15,875 pop.; 4,956 homes; 83.5% radio; 4,138 radio homes; Miller Co.
KOSY, 1kw-D, 500w-N, 790kc, MBS, Pearson, Conlan

D	6.00	8.00	12.00	20.00	30.00	50.00
N	8.00	10.00	18.00	30.00	45.00	75.00

WALNUT RIDGE, 3,106 pop.; Lawrence Co.
KRLW, 1kw-D, 1320kc, Best

D	1.25	2.00	4.00	8.00	15.00	25.00

WEST MEMPHIS, 9,112 pop.; Crittenden Co.
KWEM, 1kw-D, 990kc

D	9.70	12.00	15.00	31.00	47.00	78.00

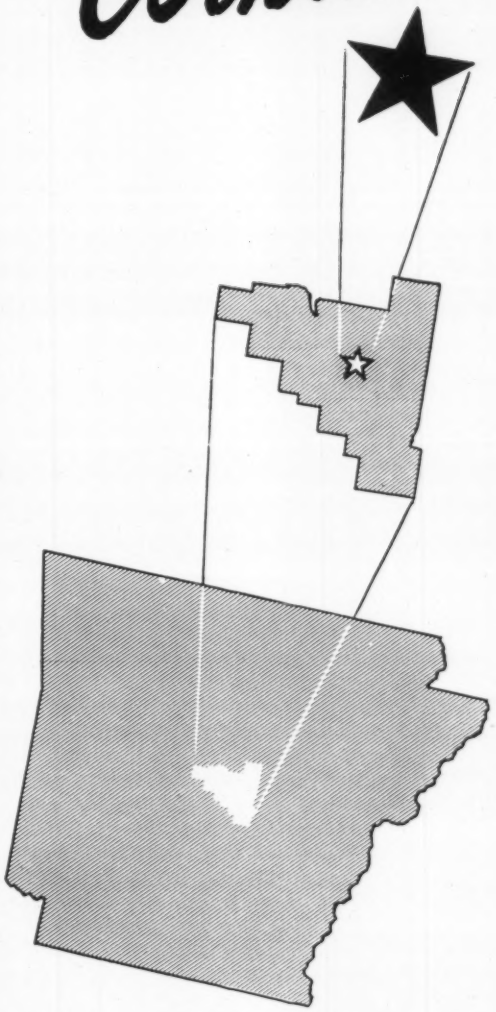
ARKANSAS MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Arkansas	23,665	24,437	—3.2	10,119	13,546	6,711	5,664	84.4	3,450	25,256	$12,189,970	(1)	$1,810	7,978
Ashley	25,660	26,785	—4.2	7,274	18,386	6,665	5,419	81.3	2,697	13,398	4,811,290		1,551	8,621
Baxter	11,683	10,281	13.6		11,683	3,297	2,895	87.8	1,113	7,126	839,947		1,704	3,680
Benton	38,076	36,148	5.3	11,174	26,902	11,641	10,128	87.0	5,845	33,020	15,260,815		1,458	13,717
Boone	16,260	15,860	2.5	5,542	10,718	4,844	4,219	87.1	2,507	14,249	2,490,169		1,404	5,762
Bradley	15,987	18,097	—11.7	5,495	10,492	4,332	3,708	85.6	2,163	11,188	1,661,903		1,589	5,107
Calhoun	7,132	9,636	—26.0		7,132	1,915	1,566	81.8	875	2,380	1,030,829		1,178	2,174
Carroll	13,244	14,737	—10.1		13,244	4,073	3,584	88.0	2,308	6,971	3,433,983		1,146	4,657
Chicot	22,306	27,452	—18.7	6,673	15,633	6,286	4,859	77.3	2,138	12,391	4,445,560		709	6,906
Clark	22,998	24,402	—5.8	6,819	16,179	6,239	5,235	83.9	2,883	14,782	1,826,530		1,452	7,179
Clay	26,674	28,386	—6.0	2,558	24,116	7,280	6,355	87.3	3,961	12,359	10,257,742		1,289	7,949
Cleborne	11,487	13,134	—12.5		11,487	3,144	2,660	84.6	1,538	3,774	2,305,033		1,014	3,846
Cleveland	8,956	12,570	—28.8		8,956	2,290	1,889	82.5	1,158	2,070	1,383,537		1,167	2,574
Columbia	28,770	29,822	—3.5	6,918	21,852	7,747	6,391	82.5	3,160	17,274	2,937,716		1,657	9,443
Conway	18,137	21,536	—15.8	5,483	12,654	4,814	3,986	82.8	2,318	9,374	2,795,646		1,105	5,793
Craighead	50,613	47,200	7.2	16,310	34,303	13,339	11,805	88.5	7,463	37,135	18,307,736		1,731	15,631
Crawford	22,727	23,920	—5.0	6,413	16,314	6,356	5,377	84.6	3,138	9,442	2,625,057		1,396	7,964
Crittendon	47,184	42,473	11.1	9,112	38,072	12,078	9,324	77.2	3,226	30,521	21,578,701		915	14,579
Cross	24,757	26,046	—4.9	4,142	20,615	6,232	5,023	80.6	2,526	14,320	11,743,538		1,229	7,265
Dallas	12,416	14,471	—14.2	3,754	8,662	3,316	2,633	79.4	1,415	6,711	827,374		1,530	3,894
Desha	25,155	27,160	—7.4	6,366	18,789	6,637	5,257	79.2	2,191	13,750	6,420,745		948	7,796
Drew	17,959	19,831	—9.4	4,501	13,458	4,705	3,722	79.1	1,631	8,574	2,894,850		1,354	5,780
Faulkner	25,289	25,880	—2.3	8,610	16,679	6,738	5,774	85.7	3,580	14,636	1,916,444		1,353	7,864
Franklin	12,358	15,683	—21.2		12,358	3,514	3,036	86.4	2,017	5,779	1,799,963		1,227	3,862
Fulton	9,187	10,253	—10.4		9,187	2,565	2,126	82.9	1,104	1,982	1,790,334		1,102	2,960
Garland	47,102	41,664	13.1	29,307	17,795	14,649	12,715	86.8	7,325	50,434	1,092,398		2,070	16,606
Grant	9,024	10,477	—13.9		9,024	2,467	2,102	85.2	1,231	3,424	592,549		1,291	2,630
Greene	29,149	30,204	—3.5	9,668	19,481	7,942	7,005	88.2	4,570	17,988	9,750,980		1,426	8,831
Hempstead	25,080	32,770	—23.5	8,605	16,475	6,987	5,639	80.7	3,426	16,653	2,963,241		1,223	8,295
Hot Springs	22,181	18,916	17.3	8,072	14,109	6,104	5,097	83.5	2,352	11,599	1,300,117		2,029	7,192
Howard	13,342	16,621	—19.7	3,548	9,794	3,796	3,158	83.2	1,915	7,974	1,986,962		1,213	4,180
Independence	23,488	25,643	—8.4	6,414	17,074	6,578	5,644	85.8	3,463	15,190	4,479,101		1,312	7,131
Izard	9,953	12,834	—22.4		9,953	2,731	2,294	84.0	1,407	1,955	1,782,155		981	3,017
Jackson	25,912	26,427	—1.9	6,254	19,658	6,860	5,625	82.0	3,029	16,848	8,450,142		1,446	8,303
Jefferson	76,075	65,101	16.9	37,162	38,913	21,087	17,123	81.2	7,250	53,192	13,083,618		1,548	23,304
Johnson	16,138	18,795	—14.1	4,343	11,795	4,612	3,934	85.3	2,465	7,669	1,649,837		1,322	4,722
Lafayette	13,203	16,851	—21.6	2,552	10,651	3,592	2,949	82.1	1,493	6,594	2,959,790		1,124	3,951
Lawrence	21,303	22,651	—6.0	3,106	18,197	5,720	4,965	86.8	3,010	9,525	5,643,037		1,279	6,348
Lee	24,322	26,810	—9.3	4,530	19,792	6,117	4,618	75.5	1,962	11,268	10,559,958		984	7,860
Lincoln	17,079	19,709	—13.3		17,079	4,168	3,243	77.8	1,212	4,265	5,602,844		562	4,543
Little River	11,690	15,932	—26.6	2,738	8,952	3,234	2,649	81.9	1,422	5,123	1,804,500		1,041	3,481
Logan	20,260	25,967	—22.0	3,731	16,529	5,327	4,592	86.2	3,360	10,578	2,076,278		1,243	5,688
Lonoke	27,278	29,802	—8.5		27,278	7,273	6,146	84.5	3,582	17,679	13,039,101		1,336	8,920
Madison	11,734	14,531	—19.2		11,734	3,191	2,572	80.6	1,308	2,679	2,445,133		964	3,831
Marion	8,609	9,464	—9.0		8,609	2,406	2,016	83.8	1,039	2,388	1,233,067		1,304	2,598
Miller	32,614	31,874	2.3	15,875	16,739	9,281	7,750	83.5	4,221	31,944	3,199,921		1,844	11,072
Mississippi	82,375	80,217	2.7	21,240	61,135	20,781	17,227	82.9	9,696	61,131	41,372,353		1,446	23,999
Monroe	19,540	21,133	—7.5	6,720	12,820	5,085	3,763	74.0	2,005	11,156	6,539,005		1,342	6,013
Montgomery	6,680	8,876	—24.7		6,680	1,906	1,576	82.7	950	1,814	764,969		1,003	1,832
Nevada	14,781	19,869	—25.6	3,960	10,821	4,053	3,356	82.8	2,181	7,403	1,659,030		1,273	4,468
Newton	8,685	10,881	—20.2		8,685	2,149	1,704	79.3	809	799	899,387		901	2,620
Ouachita	33,051	31,151	6.1		18,454	9,092	7,465	82.1	3,577	26,180	1,134,522		1,876	11,104
Perry	5,978	8,392	—28.8		5,978	1,663	1,357	81.6	729	1,561	637,858		1,034	1,607
Phillips	46,254	45,970	0.6	17,343	28,911	12,600	9,526	75.6	4,026	30,267	12,063,804		1,215	14,350
Pike	10,032	11,786	—14.9		10,032	2,827	2,394	84.7	1,312	4,205	824,489		1,381	2,843
Poinsett	39,311	37,670	4.4	6,622	32,689	9,564	7,976	83.4	4,415	25,916	19,304,924		1,344	11,328
Polk	14,182	15,832	—10.4	4,445	9,737	4,140	3,403	82.2	1,839	9,242	1,140,544		1,165	4,520
Pope	23,291	25,682	—9.3	8,166	15,125	6,413	5,400	84.2	3,164	12,824	1,891,105		1,361	6,871
Prairie	13,768	15,304	—10.0		13,768	3,648	3,097	84.9	1,815	5,439	5,765,926		1,331	4,005
Pulaski	196,685	156,085	26.0	53,643	43,042	56,671	50,211	88.6	29,051	204,156	4,947,201		2,635	75,306
Randolph	15,982	18,319	—12.8	3,840	12,142	4,334	3,589	82.8	2,130	7,291	4,324,645		1,209	5,939
St. Francis	36,841	36,043	2.2	7,607	29,234	9,336	7,263	77.8	2,839	20,415	14,021,441		1,057	11,263
Saline	23,816	19,163	24.3	6,277	17,539	5,821	5,024	86.3	2,493	12,291	1,284,344		2,091	7,191
Scott	10,057	13,300	—24.4		10,057	2,826	2,428	85.9	1,708	4,380	1,108,434		1,253	3,044
Searcy	10,424	11,942	—12.7		10,424	2,813	2,281	81.1	1,051	2,957	1,287,722		971	3,183
Sebastian	64,202	62,809	2.2	47,942	16,260	19,470	17,504	89.9	12,119	74,196	2,116,369		2,367	22,067
Sevier	12,293	15,248	—19.4	3,015	9,278	3,564	2,869	80.5	1,844	7,124	1,599,505		1,363	3,934
Sharp	8,999	11,497	—21.7		8,999	2,484	2,084	83.9	1,304	1,606	1,687,785		995	2,789
Stone	7,662	8,603	—10.9		7,662	2,001	1,627	81.3	748	1,814	692,838		980	2,089
Union	49,686	50,461	—1.5	23,076	26,610	14,401	12,500	86.8	7,498	46,224	1,630,200		2,315	17,405
Van Buren	9,687	12,515	—22.6		9,687	2,670	2,197	82.3	1,284	2,413	1,125,025		889	3,402
Washington	49,979	41,114	21.6	22,906	27,073	14,293	12,421	86.9	6,535	48,424	13,291,575		1,773	17,721
White	38,040	37,176	2.3	6,024	32,016	10,410	8,953	86.0	5,102	20,417	5,767,373		1,262	11,873
Woodruff	18,957	22,133	—14.3		18,957	4,802	4,034	84.0	2,305	9,549	7,017,077		1,013	5,311
Yell	14,057	20,970	—33.0		14,057	4,011	3,470	86.5	2,610	7,252	2,158,294		1,176	4,190

(1) Editor's Note: Arkansas automobile registrations are not compiled on a county basis. Total 1951 passenger car registration for the state: 499,642.

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

By . . . ANY YARDSTICK! Arkansas is a Good Buy



LITTLE ROCK—

Population (estimated Jan. 1, 1952)—149,100.

Retail Sales—$195,509,000.00—Ranking 79th in top 200 communities.

Wholesale Sales totaled $183,315,000.00, ranking 66th in top 200.

Effective Buying Income, $225,265,000.00, placing it 83rd in top 200.

PULASKI COUNTY—

Population (estimated Jan. 1, 1952)—200,500.

Retail Sales totaled $204,156,000.00, ranking the county 21st in top 200 in nation.

Effective Buying Income, $286,921,000.00, ranking 126th in top 200.

ARKANSAS—

Population (estimated Jan. 1, 1952)—1,930,200.

Retail Sales in Arkansas were up 345% in 1951 over 1940. Total retail sales, $1,301,877,000.00.

Effective Buying Income for the state—$1,610,404,000.00.

Arkansas ranked 20th in the 48 states in Cash Income from Farming. Total received was $628,100,000.00.

(All figures from Sales Management's "Survey of Buying Power," May, 1952)

TO COVER ARKANSAS
YOUR BEST BUY IS KLRA!

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

For the Complete KLRA Story Ask any O. L. Taylor Company Office

CALIFORNIA

SPOT RATE FINDER

ALTURAS, 2,819 pop.; Modoc Co.; TV alloc.: Chan. 9.
KCNO, 1kw-D, 570kc, Biddick

	SB	1M	5M	15M	30M	1 Hr
D	6.00	4.50	10.00	15.00	27.00	50.00

AUBURN, 4,653 pop.; Placer Co.
KDIA, 250w, 1490kc, Best

D	3.25	3.25	5.43	12.54	20.07	36.00
N	3.25	3.25	10.00	20.00	30.00	50.00

AVALON, 1,506 pop.; Los Angeles Co.
KBIG, 10kw-D, 740kc, Meeker

D	15.00	18.00	24.00	48.00	70.00	118.00

BAKERSFIELD, 34,784 pop.; 10,882 homes; 98.4% radio; 10,708 radio homes; Kern Co.; TV alloc.: Chans. 10, 29.

4 AM affiliates, average 1-time rates

D	6.33	7.00	11.06	21.00	31.50	52.25
N	11.33	11.75	19.13	36.00	54.00	90.00

KAFY, 1kw, 550kc, MBS, Grant

D		9.00	12.00	24.00	36.00	60.00
N		12.00	16.00	32.00	48.00	80.00

KBIS, 1kw, 970kc, Forjoe, Tracy Moore

D	4.50	4.50	8.50	17.00	24.00	40.00
N	7.50	7.50	12.50	25.00	40.00	70.00

KMAR (FM), Chan. 223, 92.5mc, 5kw, Bonus
KERN, 1kw, 1410kc, CBS, Raymer

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

KERN-FM, Chan. 231, 94.1mc, 5kw, Bonus
KERO, 250w, 1230kc, NBC, Avery-Knodel, Hooper

D	5.50	5.50	11.25	18.00	27.00	45.00
N	11.00	11.00	22.50	36.00	54.00	90.00

KPMC, 1kw, 1560kc, ABC, Hollingbery

D	7.50	7.50	11.00	22.00	33.00	54.00
N	12.00	12.00	18.00	36.00	54.00	90.00

BANNING, 7,034 pop.; Riverside Co.
KPAS, 250w, 1490kc, Cooke, Grant

D	2.50	3.00	9.00	14.40	21.60	36.00
N	2.50	3.00	9.00	14.40	21.60	36.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

BARSTOW, 6,135 pop.; San Bernardino Co.
KWTC, 250w, 1230kc, Cooke, West Coast Radio Sales

	SB	1M	5M	15M	30M	1 Hr
D		4.90	8.40	16.80	25.20	42.00
N		7.00	12.00	24.00	36.00	60.00

(Continued on page 26)

KIEM with 5000 watts!

IS INTERESTED in processing plants that use waste wood. In the KIEM area there are over 400 mills and plywood plants. This area today is the largest lumber producing section in California and one of largest in world. It is the only redwood lumber area, and now fir production here exceeds that of redwood. If you know of any plant interested in processing waste materials left from logging and lumber operation, please have them contact KIEM. Information will be supplied and without obligation. Phone Hillside 3-1621 or write Bill Smullin, KIEM, Eureka, California.

WILL tell your story to more than 110,000 people in the northwestern California and southwestern Oregon lumber producing area. If you are interested in lumberjacks, fishermen, dairymen, cattlemen, sheepmen or redwood tourists, KIEM will reach them for you. They believe and trust this station which has been operating since 1933. Modern plant manned by 28 professional radio people will handle your campaign. For details, write direct or call John Blair and Company.

CHANNEL 3—TV APPLIED FOR! !

FOR YOUR FREE REDWOOD BURL—WRITE KIEM ON YOUR LETTERHEAD

NOT ONLY THROUGHOUT
THE PACIFIC WEST
but people in
EVERY STATE AND HALF AROUND THE WORLD
LISTEN TO AND ACKNOWLEDGE

KFI

Earle C. Anthony, Inc.

50,000 watt — Clear Channel
640 kc

A Southern California
institution for over
30
years

NBC for LOS ANGELES

Represented by Edward Petry Co., Inc.

CALIFORNIA

SPOT RATE FINDER

(Continued from page 24)

BERKELEY, 113,805 pop.; 36,475 homes; 99.4% radio; 36,256 radio homes; Alameda Co.
KRE, 250w, 1400kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	8.55	14.25	26.25	47.00
N	3.00	4.00	8.55	14.25	26.25	47.00

KRE-FM, Chan. 275, 102.9mc, 6.8kw, Bonus

BEVERLY HILLS, 29,032 pop.; 10,564 homes; 99.7% radio; 10,532 radio homes; Los Angeles Co.
KSRT (FM), Chan. 292, 102.9mc, 1kw (CP)

BLYTHE, 4,089 pop.; Riverside Co.
KYOR, 250w, 1450kc, ABC

D		4.50	19.00	28.00	37.00	55.00
N		4.50	19.00	28.00	37.00	55.00

BRAWLEY, 11,922 pop.; 3,174 homes; 89.8% radio; 2,850 radio homes; Imperial Co.; TV alloc.: Chan. 25.
KROP, 1kw, 1300kc, BMB

D	7.00	8.00	22.00	34.00	46.00	70.00
N	7.00	8.00	22.00	34.00	46.00	70.00

BURBANK, 78,577 pop.; 25,034 homes; 99.4% radio; 24,884 radio homes; Los Angeles Co.
KBLA, 250w, 1490kc

D	1.50	4.50	7.00	15.75	27.50	50.00
N	1.50	4.50	7.00	15.75	27.50	50.00

CALEXICO, 6,433 pop.; Imperial Co.
KICO, 250w, 1490kc, Continental, Grant

D	3.00	4.00	7.00	11.00	16.50	27.50
N	5.00	6.00	10.00	16.00	24.00	40.00

CHICO, 12,272 pop.; 4,082 homes; 97.8% radio; 3,992 radio homes; Butte Co.; TV alloc.: Chan. 12.

2 AM affiliates, average 1-time rates

D	6.10	6.00	8.83	17.63	28.05	46.73
N	10.05	12.00	13.80	29.88	47.13	78.50

KHSL, 5kw, 1290kc, Don Lee, MBS, Grant

D	6.20	9.65	19.25	32.10	53.45
N	8.10	11.60	27.75	46.25	77.00

KVCI (FM), Chan. 266, 101.1mc, 9.8kw, Grant (Rates on request)
KXOC, 5kw, 1150kc, CBS, Western Radio, Pearson

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	8.00	16.00	24.00	40.00
N	12.00	12.00	16.00	32.00	48.00	80.00

COALINGA, 5,539 pop.; Fresno Co.
KBMX, 500w-D, 1470kc

D	3.75	4.70	8.50	13.50	21.65

CORONA, 10,223 pop.; 3,053 homes; 97.0% radio; 2,961 radio homes; Riverside Co.; TV alloc.: Chan. 52.
KBUC, 500w, 1370kc, McGillvra

D	5.00	10.00	18.00	30.00	50.00
N	5.00	10.00	18.00	30.00	50.00

CRESCENT CITY, 1,706 pop.; Del Norte Co.
KCRE, 250w, 1400kc

D	2.00	3.00	7.00	16.00	25.00	40.00
N	2.00	3.00	7.00	16.00	25.00	40.00

DELANO, 8,717 pop.; Kern Co.; TV alloc.: Chan. 33.
KCHJ, 1kw-D, 1010kc

D	5.00	6.00	9.00	17.00	30.00	50.00

DINUBA, 4,971 pop.; Tulare Co.
KRDU, 250w, 1240kc, Continental, Western Radio Sales, West Coast Radio Sales

D	10.25	16.35	24.55	40.95	
N	10.25	16.35	24.55	40.95	

EL CENTRO, 12,590 pop.; 3,643 homes; 94.9% radio; 3,457 radio homes; Imperial Co.; TV alloc.: Chan. 16.
KXO, 250w, 1230kc, MBS, Raymer, Conlan, Crossley, Hooper

D	5.00	7.00	10.00	16.00	24.00	40.00
N	8.00	11.00	18.50	31.40	40.00	50.00

EUREKA, 23,058 pop.; 7,365 homes; 96.0% radio; 7,070 radio homes; Humboldt Co.; TV alloc.: Chans. 3, 13.

2 AM affiliates, average 1-time rates

D	7.50	7.50	10.40	16.85	26.50	42.50
N	11.00	11.00	16.10	27.00	39.75	66.25

KHUM, 250w, 1240kc, ABC, Western Radio, Pearson

D	6.00	6.00	8.80	14.70	23.00	35.00
N	9.00	9.00	13.20	22.00	31.50	52.50

KIEM, 5kw, 1480kc, MBS, Blair, Conlan

D	9.00	9.00	12.00	20.00	30.00	50.00
N	13.00	13.00	19.00	32.00	48.00	80.00

KRED (FM), Chan. 242, 96.3mc, 4.6kw, Bonus
FORT BRAGG, 3,826 pop.; Mendocino Co.
KDAC, 250w, 1230kc, Forjoe

D	2.75	3.45	7.00	11.00	16.50	27.50
N	4.00	5.00	10.00	16.00	24.00	40.00

FRESNO, 91,669 pop.; 28,640 homes; 97.7% radio; 27,981 radio homes; Fresno Co.; TV alloc.: Chans. 12, *18, 24, 47, 53.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	15.33	15.67	21.67	37.90	56.85	94.75
N	29.33	30.83	42.90	75.80	113.70	189.50

KARM, 5kw, 1430kc, ABC, Petry

D	11.00	16.90	30.00	45.00	75.00
N	22.50	34.00	60.00	90.00	150.00

KARM-FM, Chan. 270, 101.9mc, 7.4kw, Bonus
KFRE, 50kw, 940kc, CBS, Avery-Knodel, Pulse

D	18.00	18.00	32.50	52.00	78.00	130.00
N	35.00	35.00	65.00	104.00	156.00	260.00

KRFM (FM), Chan. 227, 93.7mc, 70kw, Avery-Knodel

D	3.00	3.00	8.00	12.00	20.00
N	3.00	3.00	8.00	12.00	20.00

KGST, 1kw-D, 1600kc, Forjoe

D	5.40	5.40	9.00	20.00	30.00	50.00

KMJ, 5kw, 580kc, NBC, Raymer

D	18.00	18.00	25.00	48.00	72.00	120.00
N	35.00	35.00	50.00	96.00	144.00	240.00

KMJ-FM, Chan. 250, 97.9mc, 7.3kw, Bonus
KYNO, 1kw, 1300kc, MBS, Hollingbery, Hooper

D	10.00	12.30	21.60	32.40	54.00	
N	18.00	22.60	43.20	64.80	108.00	

GLENDALE, 95,702 pop.; 34,426 homes; 99.4% radio; 34,219 radio homes; Los Angeles Co.
KIEV, 250w-D, 870kc

D	4.00	6.00	18.00	32.00	60.00

KUTE (FM), Chan. 270, 101.9mc, 11.6kw

D	3.00	3.00	3.50	7.00	11.00	18.00
N	3.00	3.00	3.50	7.00	11.00	18.00

HANFORD, 10,028 pop.; 2,988 homes; 96.8% radio; 2,892 radio homes; Kings Co.; TV alloc.: Chan. 21.
KNGS, 1kw, 620kc, O'Connell

D	5.00	9.00	10.00	20.00	30.00	50.00
N	6.00	7.50	12.00	24.00	36.00	60.00

HOLLYWOOD (See Los Angeles Listing).
INDIO, 5,300 pop.; Riverside Co.
KREO, 250w, 1400kc, Young, Scott

D		4.50	19.00	28.00	37.00	55.00
N		4.50	19.00	28.00	37.00	55.00

LANCASTER, 3,594 pop.; Los Angeles Co.
KAVL, 250w, 1340kc

D	4.50	4.50	7.00	14.00	21.00	35.00
N	4.50	4.50	7.00	14.00	21.00	35.00

LODI, 13,798 pop.; 4,746 homes; 97.3% radio; 4,618 radio homes; San Joaquin Co.
KCVR, 1kw-D, 1570kc

D	4.00	6.00	10.00	16.00	24.00	40.00

LONG BEACH, 250,767 pop.; 90,848 homes; 99.0% radio; 89,940 radio homes; Los Angeles Co.

2 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.00	12.50	25.00	42.50	62.50
N	8.00	9.25	19.50	37.50	62.50	107.50

KFOX, 1kw, 1280kc, Burn-Smith, Pulse

D	6.00	6.00	10.00	20.00	35.00	50.00
N	6.00	6.00	14.00	25.00	50.00	90.00

KFOX-FM, Chan. 272, 102.3mc, 1kw
KGER, 5kw, 1390kc

D	6.00	8.00	15.00	30.00	50.00	75.00
N	10.00	12.50	25.00	50.00	75.00	125.00

KNOB (FM), Chan. 276, 103.1mc, 320w

D	1.00	2.00	4.00	8.00	12.00	20.00
N	1.00	2.00	4.00	8.00	12.00	20.00

LOS ANGELES, 1,970,358 pop.; 665,750 homes; 98.4% radio; 655,098 radio homes; Los Angeles Co.; TV alloc.: Chans. 2 (KNXT (TV)), 4 (KNBH (TV)), 5 (KTLA (TV)), 7 (KECA-TV), 9 (KHJ-TV), 11 (KTTV (TV)), 13 (KLAC-TV), 22, *28, 34.
4 AM affiliates, average 1-time rate

D	49.30	56.43	67.67	117.00	175.50	292.50
N	98.60	112.85	129.33	225.00	337.50	562.50

7 AM non-affiliates, average 1-time rates

D	10.80	14.07	22.23	40.29	62.93	102.93
N	17.70	21.07	29.73	53.50	81.93	134.64

KECA, 5kw, 790kc, ABC, ABC Spot Sales

D	42.20	42.20	54.00	108.00	162.00	270.00
N	84.40	84.40	90.00	180.00	270.00	450.00

KECA-FM, Chan. 288, 95.5mc, 290kw, Bonus
KECA-TV, Chan. 7, 15.75kw-aur.; 31.4kw-vis.; ABC, ABC Spot Sales, Katz

D	90.00	90.00	133.25	200.00	300.00	500.00
N	220.00	220.00	320.00	480.00	720.00	1,200.00

KFAC, 5kw, 1330kc, Pulse

D	9.50	11.00		35.00	50.00	80.00
N	24.00	30.00			65.00	110.00

KFAC-FM, Chan. 282, 104.3mc, 8.8kw
KFI, 50kw, 640kc, NBC, Petry

D	62.50	62.50	84.00	140.00	210.00	350.00
N	125.00	125.00	168.00	280.00	420.00	700.00

KFMV (FM), Chan. 234, 94.7mc, 58kw

D	4.50	6.25	12.50	25.00	43.75	75.00
N	4.50	6.25	12.50	25.00	43.75	75.00

KFVD, 5kw, 1020kc, McGillvra

D	6.50	10.00	15.00	30.00	45.00	80.00
N	6.50	10.00	15.00	30.00	45.00	80.00

(Continued on page 28)

When You Start Buying Radio Time

for

LOS ANGELES MARKET

and for

ALL OF SOUTHERN CALIFORNIA

Think and Buy

5000 KW Day and Night

K F W B

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—Outstanding Independent—On the Air for 26 years

THE STATION BEST KNOWN FOR MERCHANDISHING, PROMOTION & RESULTS!!

DOLLAR FOR DOLLAR THE BEST BUY FOR YOU

REPRESENTED BY THE BRANHAM COMPANY

HARRY MAIZLISH, Pres., General Manager

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First in

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ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

CALIFORNIA

SPOT RATE FINDER

(Continued from page 26)

LOS ANGELES (Continued)

KFWB, 5kw, 980kc, Branham

	SB	1M	5M	15M	30M	1 Hr
D		10.00	25.00	36.00	72.00	108.00
N		15.00	40.00	50.00	100.00	150.00

KGFJ, 250w, 1230kc

D	8.00	8.00	14.00	24.00	36.00	65.00
N	8.00	8.00	14.00	24.00	36.00	65.00

KHJ, 5kw, 930kc, Don Lee, MBS, Blair

D	32.50	46.00		90.00	135.00	225.00
N	65.00	92.00		180.00	270.00	450.00

KHJ-FM, Chan. 216, 101.1mc, 2kw, Bonus

KHJ-TV, Chan. 9, 15kw-aur., 30kw-vis., Petry

D	90.00	125.00	200.00	300.00	500.00
N	180.00	250.00	400.00	600.00	1,000.00

KLAC, 5kw-D, 1kw-N, 570kc, Young

D	24.50	31.00	60.00	93.00	155.00
N	24.50	31.00	60.00	93.00	155.00

KLAC-TV, Chan. 13, 16.2kw-aur.; 30.8kw-vis., Katz

D	125.00	162.50	260.00	390.00	650.00
N	250.00	312.50	500.00	750.00	1,250.00

KMGM (FM), Chan. 254, 98.7mc, 49kw

D	3.00	10.00	20.00	30.00	50.00
N	5.00	15.00	30.00	45.00	75.00

KMPC, 50kw-D, 10kw-N, 710kc, H-R Reps. (CP 50kw-N)

D	20.00	25.00	30.00	60.00	90.00	150.00
N	40.00	50.00	60.00	120.00	180.00	300.00

KNBH (TV), Chan. 4, 13.6kw-aur.; 25.25kw-vis.; NBC, NBC Spot Sales

D	42.50	85.00	125.00	200.00	300.00	500.00
N	82.50	165.00	250.00	400.00	600.00	1,000.00

KNX, 50kw, 1070kc, CBS, CBS Radio Spot Sales, Pulse

D	60.00	75.00	65.00	130.00	195.00	325.00
N	120.00	150.00	130.00	260.00	390.00	650.00

KNX-FM, Chan. 266, 93.1mc, 40kw, Bonus

KNXT (TV), Chan. 2, 12.5kw-aur.; 25kw-vis.; CBS, CBS Television Spot Sales

D	120.00		180.00	240.00	360.00	600.00
N	300.00	300.00		600.00	900.00	1,500.00

KOWL, 5kw-D, 1580kc (See Santa Monica)

KPOL, 5kw-D, 1540kc (CP)

KRKD, 5kw-D, 1kw-N, 1150kc

D	10.00	10.00	18.40	37.00	54.50	82.50
N	10.00	10.00	18.40	37.00	54.50	82.50

KRKD-FM, Chan. 242, 96.3mc, 15kw

KTLA (TV), Chan. 5, 15kw-aur.; 30kw-vis.; Nat'l Sales, Raymer

D	115.00	125.00	150.00	262.00	400.00	625.00
N	230.00	250.00	300.00	525.00	800.00	1,250.00

KTTV (TV), Chan. 11, 16.6kw-aur.: 30.9kw-vis.; DuMont, Blair TV, Pulse, Hooper, Tele-Que

D	80.00		112.00	160.00	240.00	400.00
N	210.00		280.00	400.00	600.00	1,000.00

MADERA, 10,497 pop.; 3,001 homes; 95.6% radio; 2,869 radio homes; Madera Co.; TV alloc.: Chan. 30.

MARYSVILLE, 7,826 pop.; Yuba Co.

KMYC, 1kw, 1410kc, MBS

D	4.20	4.20	9.00	13.50	22.50	37.50
N	6.00	6.00	12.00	18.00	30.00	50.00

KMYC-FM, Chan. 261, 99.9mc, 4.9kw, Bonus

MERCED, 15,278 pop.; 4,749 homes; 84.3% radio; 4,003 radio homes; Merced Co.; TV alloc.: Chan. 34.

KYOS, 5kw, 1480kc, MBS, Grant

D	6.20	6.20	9.65	19.25	32.10	53.45
N	8.10	8.10	11.60	27.75	46.25	77.00

KVME (FM), Chan. 248, 97.5mc, 8.9kw, Grant, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MODESTO, 17,389 pop.; 6,219 homes; 98.0% radio; 6,095 radio homes; Stanislaus Co.; TV alloc.: Chan. 14.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.25	13.50	22.50	38.50	67.50
N	10.00	11.00	19.00	31.00	50.00	82.50

KBEE (FM), Chan. 277, 103.3mc, 11.5kw, Raymer

D	1.00	1.00	2.00	3.60	6.00	10.00
N	1.50	1.50	3.00	5.40	9.00	15.00

KBOX, 1kw, 970kc, Oakes

D	8.00	8.00	12.00	20.00	32.00	60.00
N	10.00	10.00	18.00	30.00	50.00	75.00

KMOD, 1kw, 1360kc, ABC, Meeker, Tracy Moore, Western Radio

D	8.00	8.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

KTRB, 5kw, 860kc, Grant, Hooper, Pulse

D	8.50	15.00	25.00	45.00	75.00
N	12.00	20.00	32.00	50.00	90.00

KTRB-FM, Chan. 281, 104.1mc, 5kw, Grant, Bonus

MONTEREY, 16,205 pop.; 4,935 homes; 96.3% radio; 4,752 radio homes; Monterey Co.; TV alloc.: (See Salinas).

KMBY, 250w, 1240kc, KBS

D	4.50	9.00	18.00	27.00	45.00
N	6.00	12.00	24.00	36.00	60.00

MT. SHASTA, 1,909 pop.; Siskiyou Co.

KWSD, 250w, 1340kc, Western Radio, Continental, BMB

D	4.50	6.00	10.00	16.00	24.00	40.00
N	5.00	7.50	12.50	20.00	30.00	50.00

NAPA, 13,579 pop.; 4,638 homes; 98.2% radio; 4,555 radio homes; Napa Co.

KVON, 500w, 1440kc, Forjoe, West Coast Radio Sales

D	7.00	10.00	15.00	20.00	30.00	50.00
N	7.00	10.00	15.00	20.00	30.00	50.00

OAKLAND, 384,575 pop.; 128,832 homes; 98.7% radio; 127,157 radio homes; Alameda Co.; TV alloc.: (See San Francisco).

3 AM non-affiliates, average 1-time rates

D	9.50	9.00	14.92	28.17	43.75	70.25
N	12.00	13.25	25.00	48.33	74.00	125.00

KLX, 1kw, 910kc, Burn-Smith, Hooper

D	9.50	10.50	17.50	30.00	45.00	70.00
N	12.00	14.00	27.50	50.00	75.00	130.00

KLX-FM, Chan. 267, 101.3mc, 20kw, Burn-Smith, Bonus

KROW, 1kw, 960kc, Raymer

D	13.75	27.50	41.25	68.75
N	25.00	50.00	75.00	125.00

KWBR, 1kw, 1310kc

D	7.50	13.50	27.00	45.00	72.00
N	12.50	22.50	45.00	72.00	120.00

ONTARIO, 22,872 pop.; 7,387 homes; 98.0% radio; 7,239 radio homes; San Bernardino Co.

KOCS, 250w-D, 1510kc

D	1.50	2.40	6.00	10.00	18.00	30.00

KEDO (FM), Chan. 228, 93.5mc, 310w, Bonus days only

OROVILLE, 5,387 pop.; Butte Co.

KMOR, 250w, 1340kc

D	4.50	6.00	10.00	16.00	24.00	40.00
N	4.50	6.00	10.00	16.00	24.00	40.00

OXNARD, 21,567 pop.; 5,850 homes; 97.7% radio; 5,715 radio homes; Ventura Co.; TV alloc.: Chan. 32.

PALM SPRINGS, 7,660 pop.; Riverside Co.

KCMJ, 250w, 1340kc, CBS, Pearson, O'Connell, Conlan

D	4.20	4.20	6.00	12.00	18.00	30.00
N	7.00	7.00	10.00	20.00	30.00	50.00

PALO ALTO, 25,475 pop.; 8,431 homes; 99.5% radio; 8,389 radio homes; Santa Clara Co.

KIBE, 250w-D, 1220kc

D	8.00	14.00	28.00	42.00	70.00

MARKET INDICATORS FOR CALIFORNIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	10,586,223	'50	6,907,387	'40
Urban Population	8,539,420	'50	(1) 4,902,265	'40
Rural Population	2,046,803	'50	(1) 2,005,122	'40
Total Homes	3,336,308	'50	2,138,343	'40
Percentage Radio	98.2%	'50	92.9%	'40
Radio Homes	3,320,436	'50	1,933,028	'40
Retail Sales	$12,428,169,000	'51	$10,979,997,000	'48
Automobiles	4,926,543	'51	4,620,078	'50
Telephones	4,061,400	'52	2,280,700	'45
New Construction	$3,262,800,000	'51	$ 867,400,000	'40
Farm Income	$1,745,468,221	'49	$1,399,894,412	'44
Internal Revenue Collections	$3,536,306,198	'51	$2,794,713,395	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

PASADENA, 104,577 pop.; 36,222 homes; 98.7% radio; 35,751 radio homes; Los Angeles Co.

3 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	4.80	6.33	11.97	25.80	40.13	68.80
N	4.80	7.00	13.70	28.20	43.20	73.20

KALI, 1kw-D, 1430kc, Oakes

D	5.00	8.50	21.00	34.00	60.00

KWKW, 1kw, 1300kc, Forjoe

D	6.00	10.00	24.00	36.00	60.00
N	6.00	10.00	24.00	36.00	60.00

KWK-FM, Chan. 252, 98.3mc, 0.33kw

KXLA, 10kw, 1110kc

D	4.80	8.00	17.40	32.40	50.40	86.40
N	4.80	8.00	17.40	32.40	50.40	86.40

PASO ROBLES, San Luis Obispo Co.

KPRL, 250w, 1230kc, MBS, Don Lee, Grant

D	5.00	7.00	12.00	16.00	25.00
N	6.50	10.00	16.00	24.00	40.00

PETALUMA, 10,315 pop.; 3,594 homes; 98.4% radio; 3,492 radio homes; Sonoma Co.; TV alloc.: Chan. 56.

KAFP, 250w, 1490kc, Western Radio Sales

D	3.50	4.75	7.50	15.00	25.00	45.00
N	3.50	4.75	7.50	15.00	25.00	45.00

PITTSBURG, 12,763 pop.; 3,814 homes; 98.7% radio; 3,764 radio homes; Contra Costa Co.

KECC, 1kw, 990kc, Grant

D	6.75	8.00	12.00	21.00	40.00	65.00
N	6.75	8.00	12.00	21.00	40.00	65.00

POMONA, 35,405 pop.; 11,263 homes; 99.0% radio; 11,150 radio homes; Los Angeles Co.

KPMO, 500w, 1600kc

D	5.00	12.50	20.00	30.00	50.00
N	5.00	12.50	20.00	30.00	50.00

PORT CHICAGO, Contra Costa Co.; TV alloc.: Chan. 15.

PORTERVILLE, 6,904 pop.; Tulare Co.

KTIP, 250w, 1450kc, Cooke, Grant

D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RED BLUFF, 4,905 pop.; Tekama Co.; TV alloc.: Chan. 16.

KBLF, 250w, 1490kc, Tracy-Moore

D	4.00	4.00	7.00	14.00	21.00	35.00
N	4.00	4.00	7.00	14.00	21.00	35.00

REDDING, 10,256 pop.; 3,472 homes; 96.9% radio; 3,364 radio homes; Shasta Co.; TV alloc.: Chan. 7.

KVCV, 1kw, 600kc, Don Lee, MBS, Grant

	SB	1M	5M	15M	30M	1 Hr
D	6.50		8.85	17.70	29.50	49.15
N	8.50		11.00	21.25	35.40	59.00

KVRE (FM), Chan. 280, 103.9mc, 1kw, Bonus

RIDGECREST, 2,028 pop.; Kern Co.

KIWL, 250w, 1240kc (CP)

RIVERSIDE, 46,764 pop.; 15,113 homes; 98.7% radio; 14,917 radio homes; Riverside Co.; TV alloc.: Chans. 40, 46.

KPRO, 1kw, 1440kc, Young

D	7.00	8.00	22.00	34.00	46.00	70.00
N	7.00	8.00	22.00	34.00	46.00	70.00

KPOR (FM), Chan. 248, 97.5mc, 80kw, (Same as AM)

SACRAMENTO, 137,572 pop.; 43,385 homes; 98.1% radio; 42,561 radio homes; Sacramento Co.; TV alloc.: Chans. 3, *6, 10, 40, 46.

4 AM affiliates, average 1-time rates

D	11.93	11.93	17.58	31.74	47.55	81.75
N	22.12	22.12	33.35	60.60	90.90	155.50

KCRA, 5kw-D, 1kw-N, 1320kc, NBC, Meeker, BMB, Conlan, Hooper

D	13.20	13.20	21.60	34.55	51.85	96.00
N	22.00	22.00	36.00	57.60	86.40	160.00

KCRA-FM, Chan. 241, 96.1mc, 15kw, Meeker, Bonus

KFBK, 50kw, 1530kc, ABC, Raymer, Hooper, BMB

D	18.00	18.00	25.00	48.00	72.00	120.00
N	35.00	35.00	50.00	96.00	144.00	240.00

KFBK-FM, Chan. 245, 96.9mc, 5.4kw, Raymer, Bonus

KGMS, 1kw-D, 1380kc, Grant

D	5.90	9.80	19.20	28.80

KROY, 250w, 1240kc, CBS, Avery-Knodel

D	9.00	9.00	12.50	22.00	33.00	55.00
N	16.50	16.50	25.00	44.00	66.00	110.00

KXOA, 1kw, 1470kc, MBS, Pearson, Hooper

D	7.50	7.50	11.20	22.40	33.60	56.00
N	15.00	15.00	22.40	44.80	67.20	112.00

KXOA-FM, Chan. 300, 107.9mc, 13kw, Bonus

SALINAS, 13,917 pop.; 4,381 homes; 98.2% radio; 4,302 radio homes; Monterey Co.; TV alloc.: (Salinas-Monterey) Chans. 8, 28.

KSBW, 1kw, 1380kc, MBS, Don Lee, Burn-Smith, Western Radio, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

(Continued on page 30)

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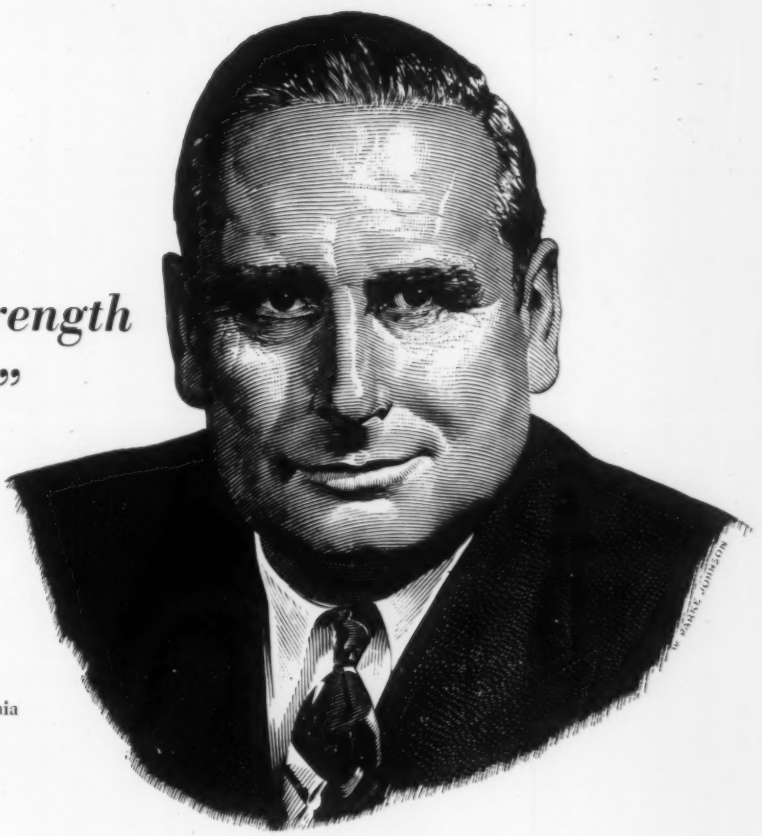

REESE H. TAYLOR
President, Union Oil Company of California

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- the number of individual E Bonds sold in 1951 totaled 68,069,000 pieces—8% more than in 1950.
- purchases of $25 and $50 E Bonds—the denominations popular with Payroll Savers—were greater than the sales of $500 and $1,000 E Bonds.
- monthly redemptions of unmatured E Bonds during each of 9 months (April to December, 1951) were less than 1% of the amounts outstanding.
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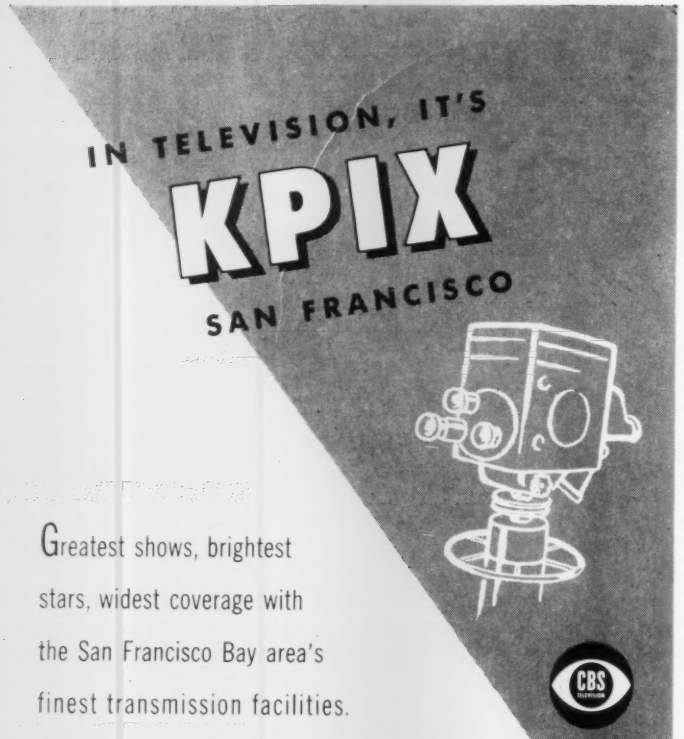


CALIFORNIA

SPOT RATE FINDER

(Continued from page 28)

SAN BERNARDINO, 63,058 pop.; 20,232 homes; 97.1% radio; 19,645 radio homes; San Bernardino Co.; TV alloc.: Chans. 18, *24, 30.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.25	8.25	11.60	23.20	34.80	58.00
N	13.00	13.00	18.50	37.00	55.50	92.50

2 AM non-affiliates, average 1-time rates

D	3.80	6.00	9.00	18.00	26.00	40.00
N	4.80	8.00	11.00	22.00	32.00	50.00

KCSB, 500w, 1350kc, Forjoe

D	4.00	6.00	8.00	16.00	24.00	40.00
N	6.00	10.00	12.00	24.00	36.00	60.00

KFXM, 1kw, 590kc, MBS, Blair, Hooper

D	9.00	9.00	11.20	22.40	33.60	56.00
N	14.00	14.00	17.00	34.00	51.00	85.00

KITO, 5kw, 1290kc, ABC, Hollingbery, Conlan

D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

KRNO, 250w, 1240kc, Western, Hooper

D	3.60	6.00	10.00	20.00	28.00	40.00
N	3.60	6.00	10.00	20.00	28.00	40.00

SAN BRUNO, 12,478 pop.; 3,829 homes; 97.7% radio; 3,741 radio homes; San Mateo Co.

KSBR (FM), Chan. 263, 100.5mc, 100kw

D	4.32	5.10	6.00	12.00	18.00	30.00
N	6.00	8.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

SAN DIEGO, 334,387 pop.; 104,508 homes; 98.4% radio; 102,836 radio homes; San Diego Co.; TV alloc.: Chans. 8 (KFMB-TV), 10, *15, 21, 27, 33, 39.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	12.07	14.60	20.70	36.00	54.00	90.00
N	22.75	27.50	38.90	72.00	108.00	180.00

2 AM non-affiliates, average 1-time rate

D	4.00	6.25	9.25	18.75	33.50	52.50
N	5.25	7.50	14.75	30.00	43.50	72.50

KCBQ, 5kw-D, 1kw-N, 1170kc, CBS, Avery-Knodel, Hooper, Pulse

D	16.00	16.00	24.00	40.00	60.00	100.00
N	30.00	30.00	48.00	80.00	120.00	200.00

KFMB, 1kw, 550kc, ABC, Branham, Hooper

D	10.80	14.40	18.00	36.00	54.00	90.00
N	18.00	24.00	36.00	72.00	108.00	180.00

KFMB-TV Chan. 8, 20.2kw-aur.; 29.2kw-vis.; ABC, Branham

D			50.00	80.00	120.00	200.00
N	80.00	80.00	100.00	160.00	240.00	400.00

KFSD, 5kw, 600kc, NBC, Raymer, Hooper

D	14.00	18.00	24.00	40.00	60.00	100.00
N	28.00	36.00	48.00	80.00	120.00	200.00

KFSD-FM, Chan. 231, 94.1mc, 33kw, Bonus

KGB, 1kw, 1360kc, MBS, Blair

D	7.50	10.00	16.80	28.00	42.00	70.00
N	15.00	20.00	23.60	56.00	84.00	140.00

KSDO, 5kw-D, 1kw-N, 1130kc, Pearson, Stubbins, Bolling

D	5.00	7.50	11.50	22.50	40.00	60.00
N	7.50	10.00	22.50	45.00	60.00	100.00

KSON, 250w, 1240kc, Forjoe

D	3.00	5.00	7.00	15.00	27.00	45.00
N	3.00	5.00	7.00	15.00	27.00	45.00

SAN BUENAVENTURA, 16,534 pop.; 5,644 homes; 98.5% radio; 5,559 radio homes; Ventura Co.; TV alloc.: Chan. 38.

SAN FERNANDO, 12,992 pop.; 3,859 homes; 97.2% radio; 3,751 radio homes; Los Angeles Co.

KGIL, 1kw, 1260kc

D	5.40	7.20		24.00	36.00	60.00
N	5.40	7.20		24.00	36.00	60.00

SAN FRANCISCO, 775,357 pop.; 259,162 homes; 98.0% radio; 253,978 radio homes; San Francisco Co.; TV alloc. (San Francisco-Oakland): Chans. 2, 4 (KRON-TV), 5 (KPIX (TV)), 7 (KGO-TV), *9, 20, 26, 32, 38, 44.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	34.63	34.83	54.50	96.00	144.00	240.00
N	60.38	65.17	104.00	183.00	274.50	457.50

4 AM non-affiliates, average 1-time rates

D	11.52	12.88	20.38	37.99	61.24	102.25
N	21.41	68.75	37.12	68.75	110.50	186.00

KCBS, 50kw, CBS, CBS Radio Spot Sales, BMB, Pulse

D	40.00		50.00	100.00	150.00	250.00
N	80.00			200.00	300.00	500.00

KCBS-FM, Chan. 279, 103.7mc, CBS Radio Spot Sales, Bonus

KDFC (FM), Chan. 271, 102.1mc, 33kw

D	2.00	3.50		12.00	16.00	30.00
N	3.00	5.00		16.00	24.00	40.00

KFRC, 5kw, 610kc, MBS, Don Lee, Blair

D	22.00	28.00	48.00	80.00	120.00	200.00
N	44.00	56.00	96.00	160.00	240.00	400.00

KGO, 50kw, 810kc, ABC, ABC Spot Sales, Pulse

D	40.50	40.50	72.00	108.00	162.00	270.00
N	67.50	67.50	120.00	180.00	270.00	450.00

KGO-FM, Chan. 291, 106.1mc, 50kw, ABC Spot Sales, Bonus

KGO-TV, Chan. 7, 13kw-aur.; 27kw-vis.; ABC, ABC Spot Sales, Telepulse

D	30.00	60.00	80.00	120.00	180.00	300.00
N	60.00	120.00	160.00	240.00	360.00	600.00

KJBS, 1kw, 1100kc, Hooper

D	16.50	16.50	28.00	45.00	80.00	137.00
N	33.00	33.00	56.00	90.00	160.00	274.00

KNBC, 50kw, 680kc, NBC, NBC Spot Sales, BMB

	SB	1M	5M	15M	30M	1 Hr
D	36.00	36.00	48.00	96.00	144.00	240.00
N	72.00	72.00	96.00	192.00	288.00	480.00

KNBC-FM, Chan. 259, 99.7mc, 45kw, NBC Spot Sales, Bonus

KPIX (TV), Chan. 5, 15.43kw-aur.; 29.93kw-vis.; CBS, DuMont, Katz

D	37.50	75.00	94.00	150.00	225.00	375.00
N	75.00	150.00	188.00	300.00	450.00	750.00

KPOO, 1kw-D, 1010kc (CP) (No rates available)

KRON (FM), Chan. 243, 96.5mc, 116kw

N	2.00	6.00	9.00	12.00	18.00	30.00

KRON-TV, Chan. 4, 7.7kw-aur.; 14.5kw-vis.; NBC, Free & Peters

D		75.00	93.75	150.00	225.00	600.00
N		160.00	200.00	320.00	480.00	800.00

KSAN, 250w, 1450kc, Pulse

D	7.50	7.50	13.50	27.00	45.00	72.00
N	12.50	12.50	22.50	45.00	72.00	120.00

KSFO, 5kw-D, 1kw-N, 560kc, Headley-Reed, Pulse

D	14.00	14.00	20.00	39.95	59.95	100.00
N	28.00	28.00	40.00	80.00	120.00	200.00

KXKX (FM), Chan. 247, 97.3mc, 10kw

D		4.00	6.00	10.00	15.00	25.00
N		4.00	6.00	10.00	15.00	25.00

KYA, 5kw-D, 1kw-N, 1260kc, Hollingbery

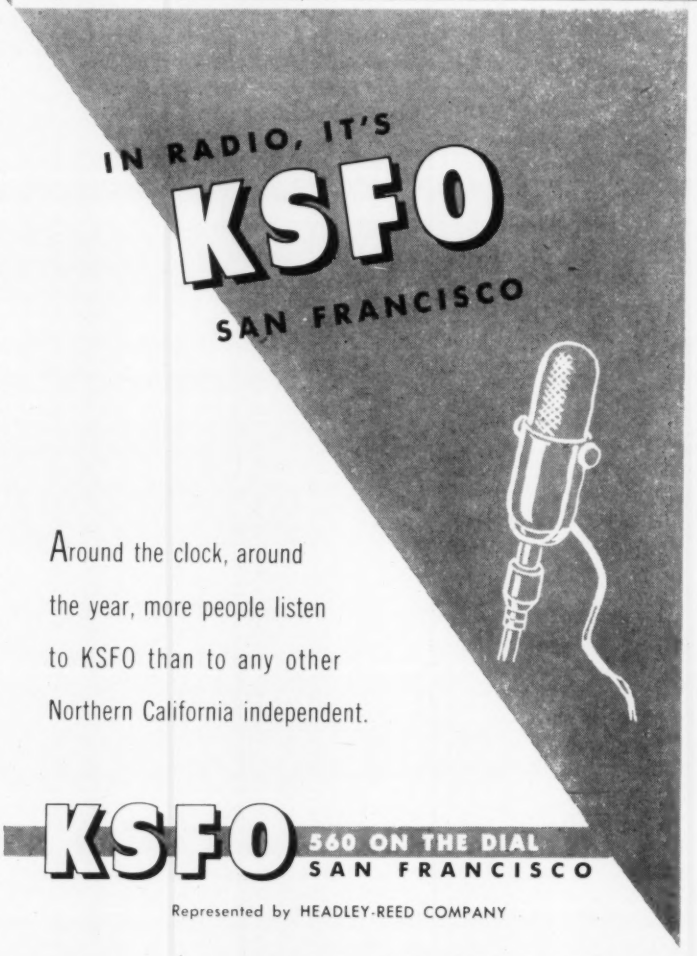
D	8.10	13.50	20.00	40.00	60.00	100.00
N	12.15	20.25	30.00	60.00	90.00	150.00

SANGER, 6,400 pop.; Fresno Co.

KSJV, 1kw-D, 900kc, O'Connell, Sears & Ayres

D	4.00	5.00	13.50	21.60	32.50	55.00

(Continued on page 32)



TIME BUYERS!
Here's how to reach SAN DIEGO'S BILLION-DOLLAR MARKET!

Things have changed a lot in the past 5 years here in San Diego...

San Diego has a Television Station ... and the latest special census figures for the city of San Diego (plus the current estimates of population for adjoining communities)showed the San Diego metropolitan area numbers over 500,000.

500,000 PEOPLE IN SAN DIEGO!
(Metropolitan Area)

KSON — SAN DIEGO'S ONLY 24-HOUR MUSIC STATION COVERS THESE PEOPLE!

KSON — HAS THE HIGHEST AVERAGE SHARE OF LISTENERS OF ANY STATION MONDAY-FRIDAY: 8 A.M.-6 P.M.*

KSON — HAS THE LOWEST SPOT RATES IN SAN DIEGO!...CHECK SRDS and "CALL FORJOE"

*Hooper Radio Audience Index, March-April & April-May, 1952

CALIFORNIA

SPOT RATE FINDER

(Continued from page 30)

SAN JOSE, 95,280 pop.; 29,751 homes; 98.4% radio; 29,275 radio homes; Santa Clara Co.; TV alloc.: Chans. 11, 48, *54, 60.

4 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	7.00	9.25	14.25	22.50	36.75	61.25
N	7.00	9.25	15.50	25.50	38.25	65.00

KEEN, 1kw, 1370kc, Grant, Hooper

D	6.00	8.00	14.00	25.00	42.00	70.00
N	6.00	8.00	14.00	25.00	42.00	70.00

KLOK, 5kw-D, 1kw-N, 1170kc

D	8.00	12.00	18.00	20.00	36.00	60.00
N	8.00	12.00	18.00	20.00	36.00	60.00

KSJO, 1kw-D, 500w-N, 1590kc, Conlan

D		11.00	17.00	27.00	39.00	65.00
N		11.00	22.00	39.00	45.00	80.00

KSJO-FM, Chan. 237, 95.3mc, 1kw, Bonus

KXRX, 1kw, 1500kc, Western Radio Sales, Tracy Moore

D		6.00	8.00	18.00	30.00	50.00
N		6.00	8.00	18.00	30.00	50.00

SAN LUIS OBISPO, 14,180 pop.; 4,801 homes; 98.1% radio; 4,710 radio homes; San Luis Obispo Co.; TV alloc.: Chan. 6.

2 AM affiliates, average 1-time rates

D	5.50	5.50	7.00	13.50	19.50	32.50
N	7.50	7.50	11.00	22.00	33.00	55.00

KATY, 250w, 1340kc, ABC

D	5.00	5.00	6.00	12.00	18.00	30.00
N	7.00	7.00	10.00	20.00	30.00	50.00

KVEC, 1kw-D, 500w-N, 920kc, MBS, Grant, Crossley

D	6.00	6.00	8.00	15.00	21.00	35.00
N	8.00	8.00	12.00	24.00	36.00	60.00

SAN MATEO, 41,782 pop.; 12,844 homes; 99.4% radio; 12,767 radio homes; San Mateo Co.

2 AM non-affiliates, average 1-time rate

D	8.00	8.00	12.50	28.50	45.00	72.50

KEAR, 1kw, 1550kc, Hooper

D	8.00	10.00	15.00	30.00	45.00	70.00
N	10.00	12.50	25.00	50.00	60.00	100.00

KVSM, 250k-D, 1050kc, Walker

D		6.00	10.00	27.00	45.00	75.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

SAN RAFAEL, 13,848 pop.; 4,471 homes; 98.9% radio; 4,422 radio homes; Marin Co.

KTIM, 1kw-D, 1510kc

	SB	1M	5M	15M	30M	1 Hr
D	4.70	4.70	7.05	14.15	25.90	47.05

SANTA ANA, 45,533 pop.; 15,158 homes; 98.1% radio; 14,870 radio homes; Orange Co.

KVOE, 1kw, 1480kc, MBS, Cooke, BMB

D	3.50	3.50	10.00	16.00	24.00	40.00
N	6.00	6.00	15.00	24.00	36.00	60.00

KVOE-FM, Chan. 244, 96.7mc, 1kw

D	1.00	1.00	3.50	5.00	10.00	15.00
N	1.00	1.00	3.50	5.00	10.00	15.00

SANTA BARBARA, 44,913 pop.; 15,098 homes; 98.1% radio; 14,811 radio homes; Santa Barbara Co.; TV alloc.: Chans. 3, 20, 26.

3 AM affiliates, average 1-time rates

D	5.18	5.85	9.17	15.50	23.00	38.00
N	9.90	11.23	16.17	26.87	40.80	68.00

KDB, 250w, 1490kc, MBS, Pearson

D	5.00	7.00	10.50	14.00	21.00	35.00
N	10.00	14.00	21.00	28.00	42.00	70.00

KIST, 250w, 1340kc, NBC, Hooper

D	4.95	4.95	9.00	16.50	24.00	39.00
N	9.90	9.90	15.00	27.00	42.00	70.00

KTMS, 1kw, 1250kc, ABC, Raymer

D	5.60	5.60	8.00	16.00	24.00	40.00
N	9.80	9.80	12.80	25.60	38.40	64.00

SANTA CATALINA ISLAND

KBIG, 10kw-D, 740kc, Meeker
(See Avalon, Calif.)

SANTA CRUZ, 21,970 pop.; 8,478 homes; 97.8% radio; 8,291 radio homes; Santa Cruz Co.; TV alloc.: Chan. 16.

2 AM non-affiliates, average 1-time rates

D	6.25	6.25	12.50	27.00	37.00	62.50
N	8.50	8.50	16.00	32.00	42.00	75.00

KDON, 5kw, 1460kc, Forjoe

D	7.50	7.50	15.00	34.00	44.00	75.00
N	11.00	11.00	20.00	40.00	50.00	90.00

KSCO, 1kw-D, 500w-N, 1080kc

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SANTA MARIA, 10,440 pop.; 3,348 homes; 97.8% radio; 3,274 radio homes; Santa Barbara Co.; TV alloc.: Chan. 44.

KCOY, 250w, 1400kc, ABC, Raymer, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	5.00	10.00	15.00	25.00
N	7.00	7.00	8.00	16.00	24.00	40.00

KSMA, 250w, 1240kc

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.00	4.50	9.00	18.00	27.00	45.00

SANTA MONICA, 71,595 pop.; 25,816 homes; 99.0% radio; 25,558 radio homes; Los Angeles Co.

KOWL, 5kw-D, 1580kc

D	5.50	8.50	10.50	25.00	43.00	72.00

SANTA PAULA, 11,049 pop.; 3,200 homes; 97.7% radio; 3,126 radio homes; Ventura Co.; TV alloc.: Chan. 16.

KSPA, 250w, 1400kc

D	3.00	4.50	6.75	13.50	22.50	37.50
N	3.00	4.50	6.70	13.50	22.50	37.50

SANTA ROSA, 17,902 pop.; 6,389 homes; 98.4% radio; 6,287 radio homes; Sonoma Co.; TV alloc.: Chan. 50.

KSRO, 1kw, 1350kc, Grant

D	5.25	5.25	10.50	21.00	31.50	52.50
N	7.00	7.00	14.00	28.00	42.00	70.00

SONORA, 2,448 pop.; Tuolumne Co.

KROG, 250w, 1450kc

D	4.00	4.00	6.00	12.00	18.00	30.00
N	4.00	4.00	6.00	12.00	18.00	30.00

STOCKTON, 70,853 pop.; 20,801 homes; 97.4% radio; 20,260 radio homes; San Joaquin Co.; TV alloc.: Chans. 13, 36, *42.

3 AM affiliates, average 1-time rates

D	6.33	6.33	11.33	20.67	31.00	51.67
N	11.67	11.67	19.00	37.33	56.00	93.33

KGDM, 5kw, 1140kc, CBS, Blair

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	18.00	30.00	45.00	75.00
N	15.00	15.00	25.00	48.00	72.00	120.00

KGDM-FM, Chan. 225, 92.9mc, 1kw, Blair, Bonus

KSTN, 1kw, 1420kc, Hollingbery, Hooper

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

KWG, 250w, 1230kc, ABC, Raymer

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

KXOB, 1kw, 1280kc, MBS, Western Radio, Conlan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

SUSANVILLE, 5,338 pop.; Lassen Co.

KSUE, 250w, 1240kc, Tracy-Moore

D	4.00	4.00	7.00	14.00	21.00	35.00
N	4.00	4.00	7.00	14.00	21.00	35.00

TAFT, 3,707 pop.; Kern Co.

KTKR, 500w-D, 1310kc

D		4.00	10.00	16.00	24.00	40.00

TULARE, 12,445 pop.; 3,686 homes; 96.1% radio; radio homes; Tulare Co.; TV alloc.: Chan. 27.

KCOK, 1kw, 1270kc, MBS, Grant

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

TURLOCK, 6,235 pop.; Stanislaus Co.

KTUR, 1kw, 1390kc

D		6.00	10.00	16.00	24.00	40.00
N		6.00	10.00	16.00	24.00	40.00

UKIAH, 6,120 pop.; Mendocino Co.; TV alloc.: Chan. 18.

KUKI, 250w, 1400kc, Tracy-Moore, Western Radio

D	4.00	6.00	8.00	16.00	24.00	40.00
N	5.00	7.50	10.00	20.00	30.00	50.00

VALLEJO, 26,038 pop.; 7,977 homes; 98.7% radio; 7,873 radio homes; Solano Co.

KGYW, 250w-D, 1190kc, Tracy-Moore, Western Radio Sales

D	7.50	7.50		20.00	30.00	50.00

P. O. Box 366 WASCO
E. J. Peters
President

1050 KILOCYLES

K W S O

1000 WATTS

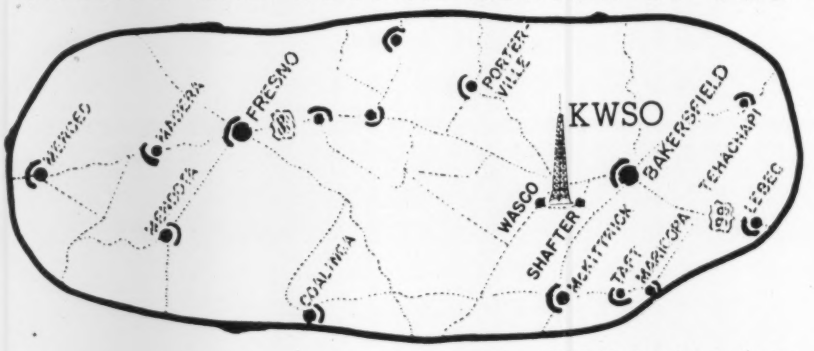
Kern County's Music Station

THE POTATO AND COTTON CENTER OF THE WEST

Phone: WASCO 4251
Theo. "Spud" Heinrichs
General Manager

Your Friendly Country Station
The Only AM Outlet with daily Scheduled Concert Music in the Valley Giving us an Exclusive Audience

More People Attended Concerts Than Baseball in 1950 in the U. S.



Studios in Shafter and Wasco

STATISTICS

So. San Joaquin
*Pop.—939,000

Kern County
*Pop.—238,070

Kern County Effective Buying Income
*1950—$333,528,000
*1951—$368,994,000

Kern County Retail Sales
*1950—$247,632,000
*1951—$262,456,000

SOURCE: Kern County Chamber of Commerce

With an "EYE" to Serving the Southern San Joaquin Valley and an "EAR" for Your Business

"Quality Sells Quality"

XUM

VENTURA, Ventura Co.

2 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D		6.00	10.00	20.00	36.00	60.00
N		6.00	10.00	20.00	36.00	60.00

KVEN, 250w, 1450kc, Western Radio Sales

D	10.00	20.00	36.00	60.00	
N	10.00	20.00	36.00	60.00	

KVVC, 1kw, 1590kc, Grant

D	6.00	10.00	20.00	36.00	60.00
N	6.00	10.00	20.00	36.00	60.00

VICTORVILLE, 3,241 pop.; San Bernardino Co.

KVRV, 5kw-D, 960kc (CP)

VISALIA, 11,749 pop.; 3,727 homes; 97.3% radio; 3,626 radio homes; Tulare Co.; TV alloc.: Chans. 43, 49.

KGON, 250w, 1400kc, Forjoe

D	3.45	7.00	11.00	18.00	30.00
N	5.00	10.00	16.00	25.00	40.00

WASCO, 5,592 pop.; Kern Co.

KWSO, 1kw-D, 1050kc, Pulse, SAMS

D	3.00	4.00	9.00	15.00	25.00	40.00

WATSONVILLE, 11,572 pop.; 3,887 homes; 97.3% radio; 3,782 radio homes; Santa Cruz Co.; TV alloc.: Chan. 22.

KHUB, 250w, 1340kc

D	7.20	10.00	18.00	33.00	48.00
N	7.20	10.00	18.00	33.00	48.00

YREKA 3,227 pop.; Siskiyou Co.; TV alloc.; Chan. 11.

KSYC, 250w, 1490kc, Moore, BMB

D	4.00	7.00	14.00	21.00	35.00
N	4.00	7.00	14.00	21.00	35.00

YUBA CITY, 7,861 pop.; Sutter Co.; TV alloc.: Chan. 52.

KUBA, 1kw-D, 500w-N, 1600kc, West Coast Radio Sales, Ayres

D	6.65	9.50	17.00	27.00	39.00	65.00

* * *

CALIFORNIA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Alameda	740,315	513,011	44.3	701,366	38,949	237,867	235,250	98.9	154,935	982,404	$23,155,616	279,922	51,657	$44,973,000
Alpine	241	323	—25.4		241	78	75	95.9	63	129	181,750	211	.....	.....
Amador	9,151	8,973	2.0		9,151	2,815	2,736	97.2	2,153	9,169	2,555,366	3,854	385	263,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

(Continued on page 34)

ZIV presents the all-American radio program that all America wants to hear!

Performing a great public service by helping your community to a better understanding of how our government works!

Powerful and Exciting

The hammering heartbeat of Washington at work!

"FREEDOM U.S.A."

From the Senate gallery . . . Edwin C. Hill covers radio's greatest story, the career of a United States Senator!

STARRING

TYRONE POWER WITH **Edwin C. Hill**

and an all-star supporting cast • Superb Music • Brilliant Scripts

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Transcribed for Local and Regional Sponsorship

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

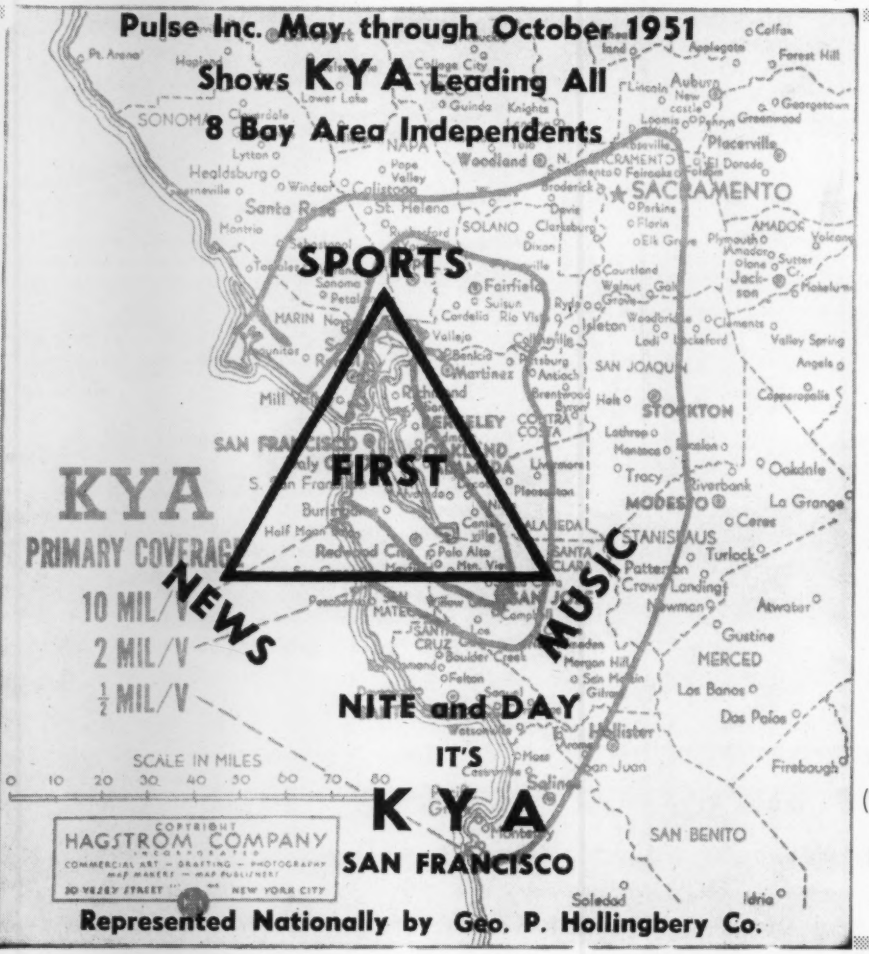
CALIFORNIA MARKET DATA BY COUNTIES

(Continued from page 33)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1949 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg Taxable Payroll 1st Qtr
Butte	64,930	42,840	51.6	27,225	37,705	21,273	20,614	96.9	10,913	80,328	23,754,790	27,582	2,313	1,691,000
Calaveras	9,902	8,221	20.4		9,902	3,249	3,135	96.5	2,152	6,801	2,479,365	3,937	817	664,000
Colusa	11,651	9,788	19.0	3,031	8,620	3,561	3,483	97.8	2,331	16,366	17,078,217	4,819	136	75,000
Contra Costa	298,984	100,450	197.6	214,509	84,475	83,388	82,304	98.7	27,615	213,766	17,251,255	110,464	26,337	24,037,000
Del Norte	8,078	4,745	70.2		8,078	2,607	2,487	95.4	1,110	9,008	1,239,421	4,015	830	460,000
Eldorado	16,207	13,229	22.5	3,749	12,458	5,506	5,269	95.7	3,312	15,370	2,892,947	6,954	800	586,000
Fresno	276,515	178,565	54.9	155,396	121,119	80,375	78,285	97.4	42,573	329,282	144,099,692	108,772	7,609	5,659,000
Glenn	15,448	12,195	26.7	3,019	12,429	4,718	4,609	97.7	2,991	19,633	18,369,324	6,734	262	191,000
Humboldt	69,241	45,812	51.1	29,566	39,675	21,429	20,743	96.8	11,845	83,709	10,986,081	29,801	8,175	7,039,000
Imperial	62,975	59,740	5.4	30,945	32,030	16,525	15,401	93.2	10,388	84,360	75,197,726	21,401	1,332	960,000
Inyo	11,658	7,625	52.9	2,891	8,767	3,794	3,619	95.4	1,661	17,415	1,372,415	5,327	230	197,000
Kern	223,309	135,124	69.0	135,555	92,754	65,006	63,121	97.1	31,076	262,456	122,065,140	87,937	3,075	2,590,000
Kings	45,768	35,168	33.0	17,160	29,608	13,068	12,650	96.8	7,915	53,080	43,765,553	17,600	745	576,000
Lake	11,481	8,039	42.3		11,481	4,126	4,035	97.8	2,300	11,396	4,204,792	5,344	60	32,000
Lassen	13,474	14,479	27.6	8,953	9,518	5,454	5,334	97.8	3,589	18,366	3,516,146	7,230	1,600	1,366,000
Los Angeles	4,151,687	2,785,643	49.0	4,047,215	104,472	1,369,972	1,352,162	98.7	835,058	5,036,597	158,783,142	1,816,643	367,599	302,472,000
Madera	33,964	23,314	58.5	14,390	22,574	10,078	9,635	95.6	4,699	33,748	31,855,870	12,778	689	476,000
Marin	85,819	52,907	61.8	68,289	17,330	25,232	25,030	99.2	12,704	74,134	12,314,897	32,688	507	402,000
Mariposa	5,145	5,605	—8.2		5,145	1,710	1,633	95.5	1,414	3,676	1,985,297	1,927	14	8,000
Mendocino	40,854	27,864	46.6	12,637	28,217	12,021	11,600	96.5	6,005	39,305	7,441,711	15,849	2,692	2,136,000
Merced	69,780	46,938	48.5	22,002	47,778	19,566	18,529	94.7	10,308	76,079	54,778,462	25,790	1,270	753,000
Modoc	9,678	8,713	11.1	2,819	6,859	2,941	2,844	96.7	2,104	12,126	9,625,127	3,844	445	449,000
Mono	2,115	2,299	—8.0		2,115	710	675	95.0	530	1,952	1,154,094	639		
Monterey	130,498	73,032	78.7	71,036	59,462	36,910	35,987	97.5	17,334	145,718	57,833,000	48,273	2,294	1,761,000
Napa	46,603	28,503	63.5	15,127	31,476	12,648	12,433	98.3	6,893	43,596	9,239,243	17,476	1,371	1,031,000
Nevada	19,888	19,283	3.1	7,788	12,100	6,608	6,436	97.4	5,004	22,098	1,823,478	7,450	261	153,000
Orange	216,224	130,760	65.4	146,251	69,973	69,431	68,390	98.5	37,481	229,959	57,319,612	100,247	6,216	4,196,000
Placer	41,649	28,108	48.2	10,666	23,273	12,063	11,737	97.3	7,025	42,554	7,838,987	16,126	1,019	704,000
Plumas	13,519	11,543	17.1		13,519	4,273	4,141	96.9	2,713	14,462	1,311,611	5,115	1,153	1,034,000
Riverside	170,046	105,524	61.1		72,083	53,584	51,976	97.0	25,847	181,793	52,548,309	68,616	3,613	2,803,000
Sacramento	277,140	170,333	62.7		69,910	82,779	81,041	97.9	43,712	341,848	33,848,049	111,141	6,570	5,292,000
San Benito	14,370	11,392	26.1	3,881	9,467	4,272	4,169	97.6	2,836	13,552	11,221,325	5,678	424	263,000
San Bernardino	281,642	161,108	74.8	187,056	94,586	85,945	83,710	97.4	41,367	267,756	50,530,084	112,118	12,358	10,496,000
San Diego	556,808	289,348	92.4	456,732	100,026	169,012	165,970	98.2	82,582	605,353	41,511,887	218,059	24,887	19,408,000
San Francisco	775,357	634,536	22.2	775,357		259,162	254,497	98.2	188,028	1,169,856	2,162,125	244,551	63,803	57,931,000
San Joaquin	200,750	134,207	49.6	138,846	61,904	57,955	56,506	97.5	31,559	223,450	76,848,454	77,480	7,763	6,321,000
San Luis Obispo	51,417	33,246	54.7	25,246	26,171	16,475	15,997	97.1	8,465	60,145	20,376,138	22,450	257	173,000
San Mateo	235,659	111,782	110.8	219,387	16,272	71,380	70,309	98.5	31,709	199,031	10,176,090	99,901	9,224	7,937,000
Santa Barbara	93,220	70,555	39.2	63,737	34,483	30,605	29,962	97.9	18,761	126,256	43,207,326	43,296	2,008	1,549,000
Santa Clara	290,547	174,949	66.1	216,021	74,526	85,436	84,154	98.5	47,352	332,860	49,986,738	126,688	16,349	13,079,000
Santa Cruz	66,534	45,057	47.7	43,040	23,494	23,524	23,003	97.8	13,279	77,772	17,263,064	29,099	1,851	1,056,000
Shasta	35,413	28,800	26.4	10,256	26,157	11,512	11,040	95.9	6,834	47,168	4,128,840	15,751	1,733	1,448,000
Sierra	2,410	3,025	—20.3		2,410	843	812	96.3	836	1,766	518,211	925	409	317,000
Siskiyou	30,733	28,598	7.5	5,956	24,767	9,819	9,554	97.4	7,225	34,553	9,536,251	12,779	3,547	2,698,000
Solano	104,333	49,118	113.4	83,183	21,650	30,360	29,965	98.7	13,075	102,600	18,074,902	39,751	1,279	989,000
Sonoma	103,405	69,052	49.7	34,076	69,329	32,994	32,466	98.4	19,291	142,378	52,247,052	45,320	2,363	1,543,000
Stanislaus	127,231	74,866	69.9	52,360	74,871	37,715	36,885	97.8	18,974	166,520	65,633,834	52,197	2,729	1,993,000
Sutter	26,239	18,680	40.5	7,861	18,378	7,876	7,624	96.8	4,451	17,402	31,164,715	10,365	531	391,000
Tehama	19,276	14,316	34.6	7,442	11,834	6,085	5,915	97.2	3,663	21,689	12,407,493	7,794	447	445,000
Trinity	5,087	3,970	28.1		5,087	1,781	1,687	94.7	994	3,087	543,047	1,740	198	141,000
Tulare	149,264	107,152	39.3	47,732	101,532	42,828	41,329	96.5	23,936	146,766	106,096,440	54,481	2,213	1,580,000
Tuolumne	12,584	10,887	15.6		12,584	4,315	4,194	97.2	9,236	14,023	3,134,039	5,649	861	700,000
Ventura	114,647	69,685	64.5	62,788	51,859	32,001	31,965	97.7	16,854	112,435	49,542,289	44,045	1,323	1,005,000
Yolo	40,640	27,243	49.2	21,986	18,654	11,852	11,532	97.3	6,494	37,576	29,194,009	16,251	586	486,000
Yuba	24,420	17,034	43.4	15,904	8,516	7,196	6,901	95.9	3,874	45,577	8,084,420	10,080	424	355,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

IN NORTHERN CALIFORNIA THE BIG TEN IS COVERED BY KYA



The BIG TEN 2,711,374 PEOPLE "PLUS"

1950 U. S. Bureau of Census Estimated Population

(1) San Francisco Co.	760,381
(2) Alameda Co.	734,740
(3) San Mateo Co.	234,030
(4) Santa Clara Co.	288,852
(5) Santa Cruz Co.	65,920
(6) Contra Costa Co.	297,400
(7) Solano Co.	102,174
(8) Napa Co.	40,453
(9) Sonoma Co.	102,685
(10) Marin Co.	84,739

IN KYA'S PRIMARY COVERAGE

SAN DIEGO'S 1st and ONLY TELEVISION STATION, KFMB-TV Channel 8

Blankets California's Third Market!

We're assuming YOU want your share of this BILLION dollar market! Yes, San Diego is NOW a BILLION dollar market according to *Sales Management*. And no wonder! A special government census says this KFMB-TV and KFMB-Radio area has rocketed ahead in population with a 28% increase since 1950. SAN DIEGO City with a population NOW of 429,231 and a County population of 651,652. THIS MEANS that SAN DIEGO is larger... than Indianapolis... larger than Denver... San Antonio... Portland, Oregon... and Louisville.

AND, KFMB-TV and KFMB Radio are your BEST BUYS for the FASTEST GROWING MARKET in the entire country.

Wise Buyers BUY KFMB For More Business!

KFMB-TV ☆ KFMB-AM

CHANNEL - 8 550 ON YOUR RADIO

"ASK A BRANHAM MAN"

COLORADO

SPOT RATE FINDER

ALAMOSA, 5,354 pop.: Alamosa Co.; TV alloc.: Chan. 19.

KGIW, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.00	6.00	12.00	20.00	40.00
N	2.00	3.00	6.00	12.00	20.00	40.00

BOULDER, 19,999 pop.; 5,584 homes; 98.5% radio; 5,500 radio homes; Boulder Co.; TV alloc.: Chans. *12, 22.

KBOL, 250w, 1490kc, H-R Reps., Conlan

D	5.50	7.00	11.00	17.00	28.00	49.00
N	5.50	7.00	11.00	17.00	28.00	49.00

CANON CITY, 6,345 pop.; Fremont Co.; TV alloc.: Chan. 36.

KRLN, 250w, 1400kc

D	3.00	3.00	7.50	12.50	20.00	35.00
N	3.00	3.00	7.50	12.50	20.00	35.00

COLORADO SPRINGS, 45,472 pop.; 15,688 homes; 97.6% radio; 15,311 radio homes; El Paso Co.; TV alloc.: Chans. 11, 13, *17, 23.

KRDO, 250w, 1240kc

D	4.50	4.50	10.00	20.00	30.00	50.00
N	4.50	4.50	10.00	20.00	30.00	50.00

KVOR, 1kw, 1300kc, CBS, Raymer

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	18.00	36.00	54.00	90.00

CRAIG, 3,080 pop.; Moffat Co.; TV alloc.: Chan. 19.

KRAI, 250w, 1230kc, KBS

D	2.70	3.38	5.40	10.00	20.00	40.00
N	2.70	3.38	5.40	10.00	20.00	40.00

DENVER, 415,786 pop.; 130,143 homes; 98.0% radio; 127,540 radio homes; Denver Co.; TV alloc.: Chans. 2 (KFEL-TV, Eugene P. Fallon Inc. grant), 4, *6, 7, 9 (Colorado Tel. Corp. grant), 20, 26 (KDEN, Empire Coil Co. grant).

4 AM affiliates, average 1-time rates

D	19.50	19.13	27.75	52.25	80.50	134.00
N	36.83	36.63	55.50	101.00	155.25	258.75

2 AM non-affiliates, average 1-time rates

D	4.90	6.50	14.50	27.25	43.20	76.40

KFEL, 5kw, 950kc, MBS, Blair, Conlan

D	12.00	12.00	20.00	40.00	60.00	100.00
N	17.50	17.50	40.00	80.00	120.00	200.00

KFEL-FM, Chan. 247, 97.3mc, 6kw, Blair

D	2.40	3.00	3.00	6.00	11.00	20.00
N	4.00	5.00	6.00	12.00	22.00	40.00

KLZ, 5kw, 560kc, CBS, Katz, Hooper, BMB

D	22.50	25.50	35.00	62.00	94.00	156.00
N	45.00	51.00	70.00	110.00	165.00	275.00

KLZ-FM, Chan. 231, 94.1mc, 5.3kw

KMYR, 250w, 1340kc, Forjoe

D		6.00	15.00	30.00	50.00	80.00
N		6.00	15.00	30.00	50.00	80.00

KOA, 50kw, 850kc, NBC, NBC Spot Sales, BMB

D	24.00	27.00	36.00	72.00	108.00	180.00
N	48.00	54.00	72.00	144.00	216.00	360.00

KOA-FM, Chan. 239, 95.7mc, 43kw

KTLN, 1kw-D, 1150kc, Radio Reps.

D	4.90	7.00	14.00	24.50	36.40	72.80

KVOD, 5kw, 630kc, ABC, Free & Peters

D		12.00	20.00	35.00	60.00	100.00
N		24.00	40.00	70.00	120.00	200.00

DELTA, 4,097 pop.: Delta Co.; TV alloc.: Chan. 24.

DURANGO, 7,459 pop.; La Plata Co.; TV alloc.: Chans. 6, 15.

KIUP, 1kw, 930kc, MBS, Holman, Conlan

D	2.90	5.20	8.65	15.80	25.90	46.00
N	2.90	5.20	8.65	15.80	25.90	46.00

ENGLEWOOD, 16,869 pop.; 5,204 homes; 98.0% radio; 5,100 radio homes; Arapahoe Co.

KGMC, 1kw-D, 1220kc (CP)

FORT COLLINS, 14,937 pop.; 4,584 homes; 97.8% radio; 4,483 radio homes; Larimer Co.; TV alloc.: Chan. 44.

KCOL, 1kw, 1410kc, H-R Reps.

D	6.75	6.75	9.00	18.00	28.00	45.00
N	6.75	6.75	9.00	18.00	28.00	45.00

FORT MORGAN, 5,315 pop.; Morgan Co.; TV alloc.: Chan. 15.

KFTM, 500w-D, 1260kc

D			8.25	16.50	27.50	49.50

GLENWOOD SPRINGS, 2,412 pop.; Garfield Co.

KGLN, 250w, 1340kc, MBS, Holman

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

GRAND JUNCTION, 14,504 pop.; 4,483 homes; 96.7% radio; 4,335 radio homes; Mesa Co.; TV alloc.: Chans. 5, 21.

KEXO, 250w, 1230kc, Oakes

	SB	1M	5M	15M	30M	1 Hr
D		3.00	6.00	12.00	18.00	30.00
N		5.00	10.00	20.00	30.00	50.00

KFXJ, 1kw-D, 500w-N, 920kc, MBS, Holman

D	5.07	5.07	7.80	15.60	23.40	39.00
N	7.80	7.80	12.00	24.00	36.00	60.00

GREELEY, 20,354 pop.; 6,390 homes; 97.1% radio; 6,205 radio homes; Weld Co.; TV alloc.: Chan. 50.

2 AM non-affiliates, average 1-time rates

D	3.00	4.05	10.75	21.50	33.50	57.50
N	3.00	4.05	10.75	21.50	33.50	57.50

KFKA, 1kw, 1310kc

D	3.00	4.50	14.00	28.00	42.00	70.00
N	3.00	4.50	14.00	28.00	42.00	70.00

KYOU, 250w, 1450kc, McGillvra.

D		3.60	7.50	15.00	25.00	45.00
N		3.60	7.50	15.00	25.00	45.00

LA JUNTA, 7,712 pop.; Otero Co.; TV alloc.: Chan. 24.

KBNZ, 250w, 1400kc, MBS

D		5.25	7.00	14.00	21.00	35.00
N		7.00	10.00	20.00	30.00	50.00

LAMAR, 6,829 pop.; Prowers Co.; TV alloc.: Chan. 18.

KLMR, 250w, 1340kc

D	2.60	3.90	8.50	15.00	26.00	39.00
N	2.60	3.90	8.50	15.00	26.00	39.00

LEADVILLE, 4,081 pop.; Lake Co.; TV alloc.: Chan. 14.

KLVC, 250w, 1230kc, KBS, Clark

D		3.50	7.00	12.00	20.00	35.00
N		3.50	7.00	12.00	20.00	35.00

LONGMONT, 8,099 pop.; Boulder Co.; TV alloc.: Chan. 32.

KLMO, 250w-D, 1050kc

D	3.00	5.00	10.00	20.00	30.00	50.00

LOVELAND, 6,773 pop.; Larimer Co.; TV alloc.: Chan. 38.

MONTROSE, 4,964 pop.; Montrose Co.; TV alloc.: Chans. 10, 18.

KUBC, (Delta, Montrose), 1kw-D, 500w-N, 1260kc

	SB	1M	5M	15M	30M	1 Hr
D	2.70	3.38	5.40	9.45	16.20	27.00
N	2.70	3.38	5.40	9.45	16.20	27.00

PUEBLO, 63,685 pop.; 19,205 homes; 96.7% radio; 18,571 radio homes; Pueblo Co.; TV alloc.: Chans. 3, 5, *8, 28, 34.

2 AM affiliates, average 1-time rates

D	6.13	6.13	10.40	20.80	31.20	52.00
N	10.00	10.00	17.00	34.00	51.00	85.00

KCSJ, 1kw, 590kc, MBS, Avery-Knodel, Hooper

D	6.25	6.25	10.00	20.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

KDZA, 250w, 1230kc, McGillvra, Hooper

D		4.00	8.00	16.00	24.00	40.00
N		6.00	12.00	24.00	36.00	60.00

KGHF, 5kw-D, 1kw-N, 1350kc, ABC, Gill-Keefe & Perna, Hooper, BMB

D	6.00	6.00	10.80	21.60	32.40	54.00
N	10.00	10.00	18.00	36.00	54.00	90.00

SALIDA, 4,553 pop.; Chaffee Co.; TV alloc.: Chan. 25.

KVRH, 250w, 1340kc, Clark, Continental, BMB

	SB	1M	5M	15M	30M	1 Hr
D	1.75	3.00	7.00	12.00	20.00	35.00
N	1.75	3.00	7.00	12.00	20.00	35.00

STERLING, 7,534 pop.; Logan Co.; TV alloc.: Chan. 25.

KGEK, 250w, 1230kc, KBS

D	3.50	6.00	10.50	20.00	
N	3.50	6.00	10.50	20.00	

TRINIDAD, 12,204 pop.; 3,464 homes; 96.2% radio; 3,332 radio homes; Las Animas Co.; TV alloc.: Chan. 21.

KCRT, 250w, 1240kc

D	3.00	4.00	8.00	15.00	25.00	45.00
N	3.00	4.00	8.00	15.00	25.00	45.00

KSTR, 1kw-D, 500w-N, 1280kc
(No rates available)

WALSENBURG, 5,596 pop.; Huerfano Co.; TV alloc.: Chan. 30.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MARKET INDICATORS FOR COLORADO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,325,089	'50	1,123,296	'40
Urban Population	831,318	'50	(1) 590,756	'40
Rural Population	493,771	'50	(1) 532,540	'40
Total Homes	391,517	'50	316,000	'40
Percentage Radio	96.9%	'50	84.5%	'40
Radio Homes	394,131	'50	258,573	'40
Retail Sales	$1,505,041,000	'51	$1,252,585,000	'48
Automobiles	599,613	'51	564,210	'50
Telephones	470,800	'52	267,500	'45
New Construction	$ 339,200,000	'51	$ 82,200,000	'40
Median Family Income	$ 2,514	'49		
Farm Income	$ 426,482,539	'49	$ 250,503,779	'44
Employed	476,644	'50	346,535	'40
Internal Revenue Collections	$ 353,359,065	'51	$ 272,505,614	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

BROADCASTING TELECASTING
MARKETBOOK MAP of
COLORADO

Scale of Miles
25 50 75 100

[3] Location of City and number of Standard (AM) Broadcasting Stations
[2] Number of FM Broadcasting Stations
[1] Number of Telecasting Stations

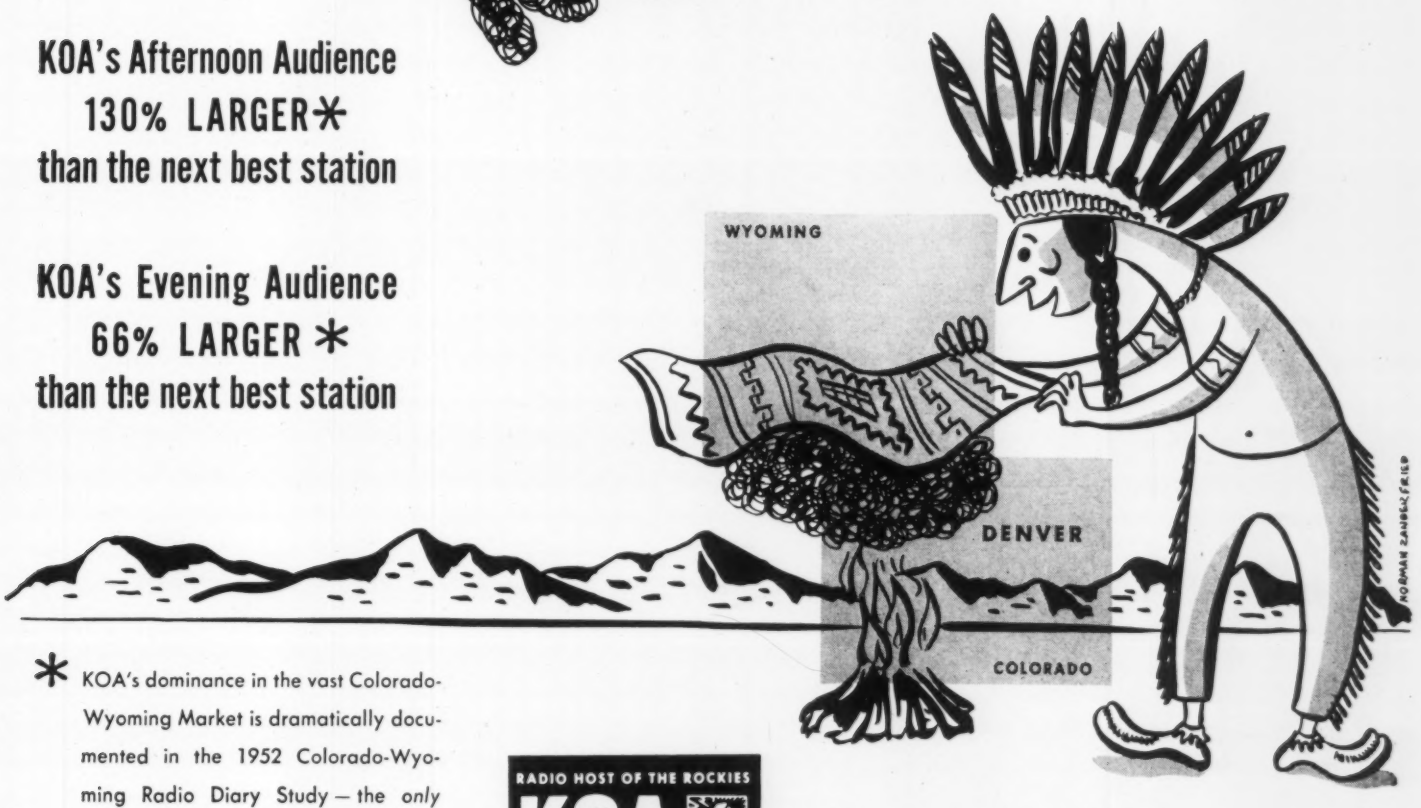
MAP BY WALTER F. BURN, MIDDLEBURY, VERMONT
1952 Broadcasting Publications, Inc.

Buy the ONLY SIGNAL that SELLS it all in the COLORADO-WYOMING market!

KOA's Morning Audience
38% LARGER*
than the next best station

KOA's Afternoon Audience
130% LARGER*
than the next best station

KOA's Evening Audience
66% LARGER *
than the next best station



* KOA's dominance in the vast Colorado-Wyoming Market is dramatically documented in the 1952 Colorado-Wyoming Radio Diary Study – the *only* complete picture of radio listening in the two-state area!

RADIO HOST OF THE ROCKIES
KOA
50,000 watts 850 KC

Colorado-Wyoming Radio Diary Study • March, 1952

COLORADO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1949 Median Fam. Income	1950 Employed
Adams	40,234	22,481	79.0	23,494	16,740	10,368	9,953	96.0	4,402	21,688	$18,090,345	13,640	$3,138	12,571
Alamosa	10,531	10,484	0.4	5,354	5,177	2,841	2,713	95.5	2,105	15,493	3,779,126	3,028	2,848	3,674
Arapahoe	52,125	32,150	62.1	40,891	11,234	15,122	14,820	98.0	7,798	42,516	7,362,191	19,883	3,312	18,233
Archuleta	3,030	3,806	—20.4		3,030	810	750	92.6	506	2,105	1,485,798	601	1,684	902
Baca	7,964	6,207	28.3		7,964	2,380	2,244	94.3	1,085	8,785	15,623,514	2,433	2,617	2,527
Bent	8,775	9,653	—9.1	3,223	5,552	2,292	2,173	94.8	1,771	6,569	7,381,045	2,244	2,519	2,798
Boulder	48,296	37,438	29.0	31,905	16,391	14,104	13,794	97.8	10,070	50,239	11,397,294	16,129	2,892	16,160
Chaffee	7,168	8,109	—11.6	4,553	2,615	2,283	2,173	95.2	1,936	8,356	859,399	2,176	2,641	2,309
Cheyenne	3,453	2,964	16.5		3,453	967	938	97.0	642	3,270	5,638,996	1,097	2,424	1,335
Clear Creek	3,289	3,784	—13.1		3,289	1,115	1,088	97.6	957	3,913	72,926	1,239	2,925	1,236
Conejos	10,171	11,648	—12.7		10,171	2,349	2,163	92.1	1,268	5,040	6,551,961	1,860	1,746	2,729
Costilla	6,067	7,533	—19.5		6,067	1,339	1,217	90.9	627	1,769	2,523,926	878	1,246	1,125
Crowley	5,222	5,398	—3.3		5,222	1,430	1,371	95.9	1,041	4,239	4,115,425	1,477	2007	1,548
Custer	1,573	2,270	—30.7		1,573	512	478	93.4	447	865	1,509,825	502		598
Delta	17,365	16,470	5.4	4,097	13,268	5,203	4,974	95.6	3,369	14,584	6,877,950	4,803	1,931	5,893
Denver	415,786	322,412	29.0	415,786		130,143	127,540	98.0	8,621	620,268	2,138,057	133,429	3,554	167,218
Dolores	1,966	1,958	0.4		1,966	558	521	93.4	323	1,154	1,905,162	617		222
Douglas	3,507	3,496	0.3		3,507	1,113	1,076	96.7	818	2,296	2,762,316	1,328	2,704	616
Eagle	4,488	5,361	—16.3		4,488	1,349	1,313	97.3	1,135	3,367	2,837,779	1,271	2,777	1,039
Elbert	4,477	5,460	—18.0		4,477	1,308	1,253	95.8	1,149	2,807	6,394,049	1,418	2,803	374
El Paso	74,523	54,025	37.9	54,513	20,010	23,253	22,695	97.6	14,593	89,157	7,896,776	25,782	2,949	17,471
Fremont	18,366	19,742	—7.0	9,118	9,248	5,505	5,285	96.0	4,199	15,592	2,177,375	5,503	2,235	3,066
Garfield	11,625	10,560	10.1		11,625	3,565	3,422	96.0	2,216	13,178	4,868,133	3,483	2,775	2,108
Gilpin	850	1,625	—47.7		850	317	306	96.5	437	482	23,739	393		151
Grand	3,963	3,587	10.5		3,963	1,213	1,169	96.4	780	5,608	1,472,059	1,468	3,148	1,650
Gunnison	5,716	6,192	—7.7	2,770	2,946	1,633	1,579	96.7	1,415	6,537	2,771,803	1,719	2,894	2,027
Hinsdale	263	349	—24.6		263	100	100	100.0	76	138	190,022	69		108
Huerfano	10,549	16,088	—34.4	5,596	4,953	3,023	2,751	91.0	2,308	8,419	2,489,897	2,431	2,095	2,970
Jackson	1,976	1,798	9.9		1,976	659	637	96.6	367	1,574	2,407,286	601	2,900	861
Jefferson	55,687	30,725	81.2	30,986	24,701	16,330	16,069	98.4	7,718	35,750	7,068,188	21,401	3,384	19,971
Kiowa	3,003	2,793	7.5		3,003	889	851	95.7	602	2,659	4,861,011	1,004	3,017	1,201
Kit Carson	8,600	7,512	14.5		8,600	2,461	2,355	95.7	1,441	10,624	10,198,465	2,798	2,669	3,499
Lake	6,150	6,883	—10.6	4,081	2,069	1,797	1,716	95.5	1,699	7,206	121,300	1,843	3,665	2,220
La Plata	14,880	15,494	—4.0	7,459	7,421	4,240	3,986	94.0	2,901	16,117	3,811,531	3,843	2,308	5,221
Larimer	43,554	35,539	22.6	21,710	21,844	13,195	12,865	97.5	8,925	47,832	15,427,623	15,659	2,756	15,171
Las Animas	25,902	32,369	—20.0	12,204	13,698	7,026	6,450	91.8	4,917	20,052	6,847,335	5,698	2,223	7,018
Lincoln	5,909	5,882	0.5		5,909	1,762	1,699	96.4	1,277	8,229	7,707,000	1,979	2,643	2,188
Logan	17,187	18,370	—6.4	7,534	9,653	4,875	4,709	96.6	3,796	22,970	20,010,111	6,019	2,933	6,539
Mesa	38,974	33,791	15.3	14,504	24,470	11,467	11,031	96.2	7,216	38,584	9,854,684	12,345	2,646	13,527
Mineral	698	975	—28.4		698	222	214	96.4	232	530	37,213	208		257
Moffat	5,946	5,086	16.9	3,080	2,866	1,828	1,764	96.5	1,119	9,942	4,617,381	1,901	3,471	2,348
Montezuma	9,991	10,463	—4.5	2,680	7,311	2,821	2,660	94.3	1,704	10,568	3,948,216	2,502	2,341	3,132
Montrose	15,220	15,418	—1.3	4,964	10,256	4,498	4,287	95.3	3,064	14,064	7,630,795	4,081	2,221	5,390
Morgan	18,074	17,214	5.0	5,315	12,759	5,028	4,822	95.9	3,681	22,463	18,157,806	6,199	2,622	6,590
Otero	25,275	23,571	7.2	11,799	13,476	7,289	6,932	95.1	4,855	24,503	10,848,364	7,558	2,577	8,000
Ouray	2,103	2,089	0.7		2,103	655	645	98.4	4,499	1,452	823,757	531	2,769	734
Park	1,870	3,272	—42.8		1,870	635	607	95.6	780	1,841	1,528,742	716	2,700	755
Phillips	4,924	4,948	—0.5		4,924	1,516	1,477	97.4	1,170	7,354	5,989,859	1,847	2,719	1,761
Pitkin	1,646	1,836	—10.3		1,646	516	499	96.8	423	1,151	713,142	483		639
Prowers	14,836	12,304	20.6	6,829	8,007	4,275	4,142	96.9	2,507	20,688	13,253,835	4,706	2,513	5,187
Pueblo	90,188	68,870	31.0	73,247	16,941	24,484	23,627	96.5	15,493	87,954	8,418,670	26,108	3,221	31,366
Rio Blanco	4,719	2,943	60.3		4,719	1,443	1,408	97.6	653	5,460	2,789,420	1,517	3,402	1,754
Rio Grande	12,832	12,404	3.5	3,272	9,560	3,302	3,114	94.3	2,196	12,271	12,212,727	3,498	2,301	3,944
Routt	8,940	10,525	—15.1		8,940	2,644	3,535	97.0	2,331	8,355	4,172,492	2,609	2,930	3,117
Saguache	5,664	6,173	—8.2		5,664	1,501	1,420	94.6	951	4,356	4,679,814	1,437	2,169	1,840
San Juan	1,471	1,439	2.2		1,471	386	377	97.6	324	1,051		356		507
San Miguel	2,693	3,664	—26.5		2,693	790	745	94.3	691	1,582	1,061,528	583	2,983	1,036
Sedgwick	5,095	5,294	—3.8		5,095	1,448	1,406	97.1	1,127	6,477	5,773,013	1,756	2,795	1,836
Summit	1,135	1,754	—35.3		1,135	391	380	97.2	481	652	199,147	377		439
Teller	2,754	6,463	—57.4		2,754	953	925	97.1	1,624	2,744	485,867	949	2,188	980
Washington	7,520	8,336	—9.8		7,520	2,158	2,078	96.3	1,636	6,709	11,307,292	2,575	2,398	2,823
Weld	67,504	63,747	5.9	20,354	47,150	18,613	18,036	96.9	13,602	70,964	78,042,072	22,163	2,696	22,035
Yuma	10,827	12,102	—10.5		10,827	3,265	3,164	96.9	2,477	11,879	10,333,929	3,844	2,736	4,068

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

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TIME SAVERS TIME-PROVEN TIME SELLERS

1952 DATA • 32 Coordinated, Accurate Items

Over 600 Produced, Write for Samples and Prices

Walter P. Burn 17 Washington St., Middlebury, Vermont

Compiler of the Marketbook State Maps and the Broadcasting-Telecasting Wall Maps

BETTER COVERAGE IN THE RICH BRIDGEPORT-NEW HAVEN MARKET

$2,500,587,000 Effective Buying Income and 384,000 Radio Families

These figures cover only Fairfield, New Haven, and Suffolk Counties.
WICC sponsors get a big plus audience from the rich counties of Westchester, Nassau, and Middlesex too.
Our seven-day average for share of audience, from a recent Hooper, places WICC as the No. 1 station in the area . . . easily outpulling New York stations.
That is why the leading radio station in the Wealthy Industrial Center of Connecticut is your best buy.

Wherever you go there's Radio . . . And in southern Connecticut and Long Island that's WICC.

1000 WATTS • 600 KC

WICC

CONNECTICUT

SPOT RATE FINDER

BRIDGEPORT, 158,709 pop.; 46,014 homes; 99.0% radio; 45,554 radio homes; Fairfield Co.; TV alloc.: Chans. 43 (WICC-TV, Southern Conn. & Long Island Tel. Co. grant), 49, *71.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.00	9.00	15.00	30.00	45.00	75.00
N	10.50	12.00	20.00	40.00	60.00	100.00

WICC, 1kw-D, ~~500w-N~~, ~~600kc~~, ~~MBS~~, Young

D	10.00	10.00	20.00	40.00	60.00	100.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WNAB, 250w, 1450kc, ABC, Rambeau, Bannan

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

BRISTOL, 35,961 pop.; 10,299 homes; 99.5% radio; 10,248 radio homes; Hartford Co.; TV alloc.: Chans. 3, 18, *24.

WBIS, 500w-D, 1440kc, McGillvra

D	6.00	7.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

DANBURY, 22,067 pop.; 6,472 homes; 98.1% radio; 6,349 radio homes; Fairfield Co.

WLAD, 250w-D, 800kc, Rambeau, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.50	15.00	30.00	45.00	75.00
N	6.00	8.50	15.00	30.00	45.00	75.00

GREENWICH, Greenwich Co.

WGCH (FM), Chan. 240, 95.9mc, 460w

D	6.00	14.00	28.00	42.00	70.00
N	6.00	14.00	28.00	42.00	70.00

HARTFORD, 177,397 pop.; 51,521 homes; 99.9% radio; 51,469 radio homes; Hartford Co.; TV alloc.: Chans. 3, 18, *24.

4 AM affiliates, average 1-time rate

D	14.75	23.33	25.75	46.50	69.75	116.25
N	27.25	42.33	51.50	88.00	139.50	257.50

WCCC, 500w-D, 1290kc, Indie Sales, Hooper

D	5.50	7.00	11.00	22.00	40.00	55.00

WDRC, 5kw, 1360kc, CBS, Raymer, Pulse

D	15.00	20.00	21.00	42.00	63.00	105.00
N	30.00	30.00	42.00	84.00	126.00	210.00

WDRC-FM, Chan. 229, 93.7mc, 7kw, Bonus

WONS, 5kw, 1410kc, MBS, H-R Reps.

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

WTHT, 250w, 1230kc, ABC, Everett-McKinney

D	9.00		12.00	24.00	36.00	60.00
N	14.00		24.00	48.00	72.00	120.00

WTIC, 50kw, 1080kc, NBC, Weed

D	25.00	40.00	50.00	80.00	120.00	200.00
N	45.00	77.00	100.00	160.00	240.00	400.00

WTIC-FM, Chan. 243, 96.5mc, 20kw, Weed, Bonus

MERIDEN, 44,088 pop.; 13,167 homes; 99.0% radio; 13,035 radio homes; New Haven Co.; TV alloc.: Chan. 65.

WMMW, 1kw-D, 1470kc

D	4.00	7.00	12.00	24.00	36.00	60.00

WMMW-FM, Chan. 239, 95.7mc, 20kw

	SB	1M	5M	15M	30M	1 Hr
D	(No time available)					
N	3.00	4.00	5.25	12.50	18.75	31.25

MIDDLETOWN, 29,711 pop.; 7,356 homes; 98.9% radio; 7,275 radio homes; Middlesex Co.

WCNX, 500w-D, 1150kc

D	5.00	5.00	12.00	21.00	38.00	60.00

(Continued on page 40)

MARKET INDICATORS FOR CONNECTICUT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,007,280	'50	1,709,242	'40
Urban Population	1,558,642	'50	(1) 1,158,162	'40
Rural Population	448,638	'50	(1) 551,080	'40
Total Homes	570,404	'50	448,682	'40
Percentage Radio	98.6%	'50	95.7%	'40
Radio Homes	561,884	'50	417,259	'40
Retail Sales	$2,370,480,000	'51	$1,974,576,000	'48
Automobiles	764,241	'51	715,935	'50
Telephones	831,700	'52	500,500	'45
New Construction	$ 194,500,000	'47	$ 141,200,000	'40
Farm Income	$ 121,268,761	'49	$ 89,185,727	'44
Internal Revenue Collections	$ 816,382,164	'51	$ 592,874,470	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

WCNX

MIDDLETOWN, CONNECTICUT

The Station that promotes the sponsor and . . . . . saturates the rich Connecticut River Valley Market

1150 KC
500 WATTS

WCNX can help you sell your products to the hundreds of thousands of residents of this rich Central Connecticut Valley. A recent Conlan Survey of the listening habits of the residents of the area proves our point!

Telephone NOW for availabilities on WCNX, Middletown 7-2565 COLLECT!

Rep. by ED DEVNEY

CONNECTICUT

SPOT RATE FINDER

(Continued from page 39)

NEW BRITAIN, 73,726 pop.; 20,901 homes; 99.7% radio; 20,838 radio homes; Hartford Co.; TV alloc.: Chan. 30 (WKNB-TV, New Britain Bcstg. Co. grant).

2 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.50	7.25	24.00	42.00	63.00	105.00

WHAY, 5kw, 910kc

D	7.00	7.00	30.00	48.00	72.00	120.00
N	7.00	7.00	30.00	48.00	72.00	120.00

WKNB, 1kw-D, 840kc, Forjoe, Pulse, Conlan

D	6.00	7.50	18.00	36.00	54.00	90.00

NEW HAVEN, 164,443 pop.; 46,882 homes; 99.0% radio; 46,413 radio homes; New Haven Co.; TV alloc.: Chans. 8 (WNHC-TV, now Chan. 6), 59.

2 AM affiliates, average 1-time rates

D	6.50	8.00	15.50	28.00	42.00	70.00
N	10.00	13.00	28.50	52.00	78.00	130.00

WAVZ, 1kw-D, 1260kc, Keller

D		7.50	15.00	30.00	45.00	75.00

WBIB (FM), Chan. 264, 100.7mc, 7.8kw

D	3.00	6.00	10.00	20.00	30.00	50.00
N	3.00	8.00	10.00	20.00	30.00	50.00

WELI, 1kw, 960kc, ABC, H-R Reps., Pulse

D	7.00	10.00	16.00	32.00	48.00	80.00
N	14.00	20.00	32.00	64.00	96.00	160.00

WELI-FM, Chan. 300, 107.9mc, 20kw, H-R Reps., Bonus

WNHC, 250w, 1340kc, NBC, Katz, Pulse

D	6.00	6.00	15.00	24.00	36.00	60.00
N	6.00	6.00	25.00	40.00	60.00	100.00

WNHC-FM, Chan. 242, 99.1mc, 20kw, Katz, Bonus

WNHC-TV, Chan. 6, 7.55kw-aur.: 15.1-kw-vis.: ABC, CBS, NBC, DuMont

D	66.00	66.00	83.00	132.00	198.00	330.00
N	132.00	132.00	165.00	264.00	396.00	660.00

NEW LONDON, 30,551 pop.; 8,757 homes; 97.5% radio; 8,538 radio homes; New London Co.; TV alloc.: Chans. 26, 81.

WNLC, 250w, 1490kc, MBS, BMB

D	5.00	7.00	12.00	24.00	36.00	60.00
N	7.00	10.00	20.00	40.00	60.00	100.00

NORWALK, 49,460 pop.; 14,481 homes; 99.1% radio; 14,351 radio homes; Fairfield Co.; TV alloc. (See Stamford).

WNLK, 500w, 1350kc, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	14.00	28.00	42.00	70.00

NORWICH, 23,429 pop.; 7,165 homes; 97.0% radio; 6,950 radio homes; New London Co.; TV alloc.: Chans. 57, *63

WICH, 250w, 1400kc

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	10.00	14.00	24.00	32.00	80.00

STAMFORD, 74,293 pop.; 20,703 homes; 99.0% radio; 20,496 radio homes; Fairfield Co.; TV alloc. (Stamford-Norwalk): Chan. 27.

WSTC, 250w, 1400kc, ABC, McKinney

D	6.00	9.00	12.00	24.00	36.00	60.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WSTC-FM, Chan. 244, 96.7mc, 650w, McKinney, Bonus

TORRINGTON, 27,820 pop.; 8,190 homes; 99.4% radio; 8,141 radio homes; Litchfield Co.

WLCR, 1kw-D, 990kc, Sears & Ayer

D		10.00	16.00	32.00	48.00	80.00

WTOR, 250w, 1490kc, ABC, Rambeau, Bannan

D	5.00	7.50	10.00	20.00	30.00	50.00
N	7.50	10.00	16.00	32.00	48.00	80.00

(Sold in combination with WATR, Waterbury & WNAB, Bridgeport)

WATERBURY, 104,477 pop.; 29,736 homes; 99.0% radio; 29,439 radio homes; New Haven Co.; TV alloc.: Chan. 53.

3 AM affiliates, average 1-time rates

D	6.13	7.23	12.33	24.67	33.67	61.67
N	9.83	12.33	20.67	41.33	62.00	103.33

WATR, 1kw, 1320kc, ABC, Rambeau, Hooper

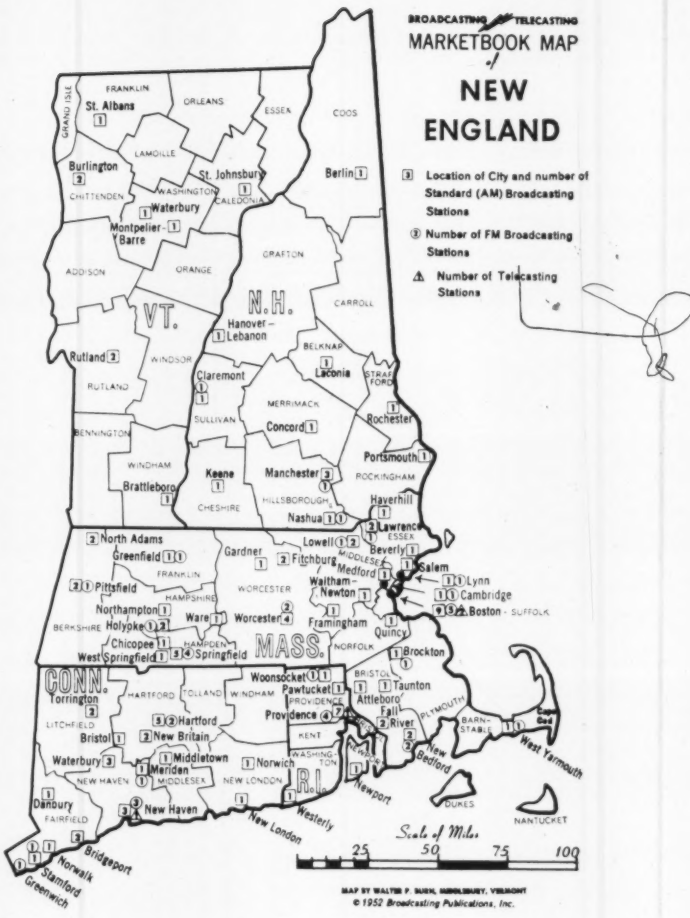
D	5.00	7.00	12.00	24.00	36.00	60.00
N	8.00	12.00	20.00	40.00	60.00	100.00

WBRY, 5kw, 1590kc, CBS, Avery-Knodel, Conlan

D	9.00	9.00	15.00	30.00	45.00	75.00
N	14.00	14.00	22.00	44.00	66.00	110.00

WWCO, 250w, 1240kc, MBS

D	4.40	5.80	10.00	20.00	30.00	50.00
N	7.50	11.00	20.00	40.00	60.00	100.00



WELI

Tested and Proven

New Haven's First Station

YOU CAN'T SELL NEW HAVEN WITHOUT WELI

FACILITIES

In the middle of the dial at 960 with power of 1000 watts. Established basic ABC network affiliation. Plus top local personalities combine to produce top ratings.

COVERAGE

WELI is the dominant radio voice of New England's 3rd largest market with a metropolitan population of 556,200 and a total of 155,270 radio homes.

RATINGS

WELI delivers absolute top ratings over all stations in this market. Ask us for latest surveys.

COST/1000

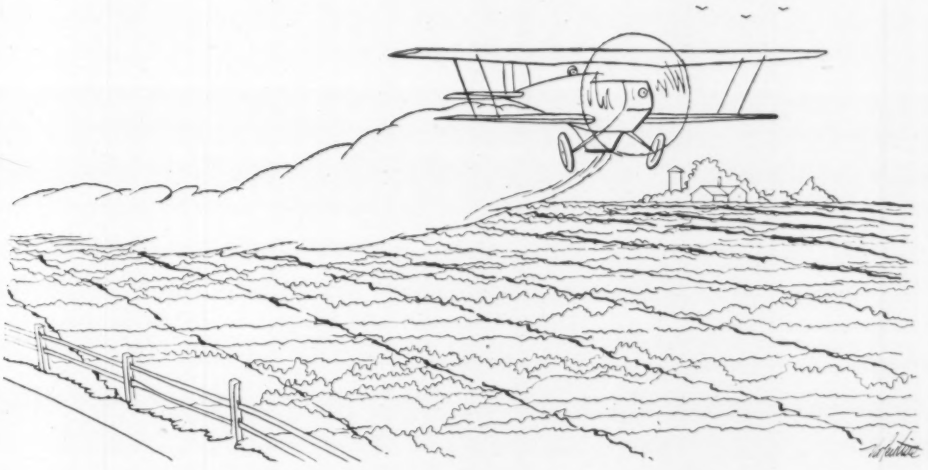
In 40 rated daytime periods the WELI cost per thousand based on an open minute rate of $10.00 broke down to $.034.

AN H. C. WILDER STATION

WELI NEW HAVEN, CONN. 1000W 960KC. ABC H-R REPRESENTED

XUM

There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

CONNECTICUT MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1949 Automobiles	1949 Median Fam. Income	195) Employ'ed
Fairfield	504,342	418,384	20.5	430,941	73,401	143,906	142,323	98.9	103,147	646,631	$ 7,449,807	143,877	$3,664	208,634
Hartford	539,661	450,189	19.9	437,248	102,413	152,398	151,331	99.3	108,626	681,968	43,271,090	141,912	3,736	233,870
Litchfield	98,872	87,041	13.6	52,698	46,174	28,913	28,248	97.7	21,479	98,963	12,915,527	30,398	3,337	40,725
Middlesex	67,332	55,999	20.2	33,686	33,646	18,669	18,277	97.9	13,002	72,760	7,409,633	19,328	3,383	26,239
New Haven	545,784	484,316	12.7	481,408	64,376	155,780	154,066	98.9	120,312	625,632	13,051,526	132,418	3,505	224,585
New London	144,821	125,224	15.6	82,019	62,802	40,788	39,524	96.9	29,676	150,076	14,167,215	34,790	3,198	51,544
Tolland	44,709	31,866	40.3	11,412	33,297	11,755	11,308	96.2	7,531	27,191	10,058,962	11,610	3,479	16,927
Windham	61,759	56,223	9.8	29,230	32,529	18,195	17,558	96.5	13,486	71,259	12,832,769	16,203	3,073	25,605

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

DELAWARE

SPOT RATE FINDER

DOVER, 6,223 pop.; Kent Co.; TV alloc.: Chan. 40.
WDOV, 1kw-D, 1410kc, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D	6.30	9.00	18.00	36.00	54.00	90.00

GEORGETOWN, 1,923 pop.; Sussex Co.
WJWL, 1kw, 900kc

	SB	1M	5M	15M	30M	1 Hr
D	7.50	9.00	15.00	30.00	40.00	75.00
N	7.50	9.00	15.00	30.00	40.00	75.00

WJWL-FM, Chan. 268, 101.5mc, 8.2kw, Rollins. Bonus

WILMINGTON, 110,356 pop.; 31,582 homes; 96.2% radio; 30,382 radio homes; New Castle Co.; TV alloc.: Chans. 12 (WDEL-TV, now Chan. 7), 53, 59.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.25	7.91	16.43	32.53	49.17	82.17
N	13.00	14.00	27.66	55.33	83.00	141.66

WAMS, 1kw, 1380kc, MBS

D	6.00	7.50	16.80	33.60	50.00	84.00
N	10.00	13.50	28.00	56.00	84.00	140.00

WDEL, 5kw, 1150kc, NBC, Meeker, Conlan, Pulse

D	8.50	10.00	20.00	40.00	60.00	100.00
N	16.00	16.00	30.00	60.00	90.00	160.00

WDEL-FM, Chan. 229, 93.7mc, 20kw
WDEL-TV, Chan. 7, 5kw-aur.; 1kw-vis.; NBC, DuMont, Meeker

D	40.00	40.00	60.00	95.00	142.50	237.50
N	80.00	80.00	118.75	190.00	285.00	475.00

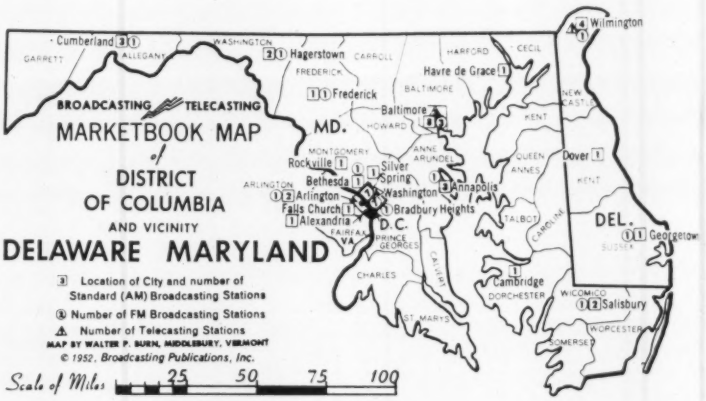
WILM, 250w, 1450kc, ABC, Bolling, Conlan, BMB

D	6.25	12.50	25.00	37.50	62.50
N	12.50	25.00	50.00	75.00	125.00

WTUX, 500w-D, 1290kc, Forjoe

D	5.00	6.00	12.00	24.00	36.00	60.00

* * *



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DELAWARE MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Farm Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1952 Automobiles	1949 Median Fam. Income	1950 Employed
Kent	37,870	34,441	10.0	8,477	29,393	11,251	10,430	92.7	7,093	49,124	$11,949,426	23,228	$2,380	14,968
New Castle	218,879	179,562	21.9	179,029	39,850	60,731	59,516	98.0	41,634	268,510	7,809,440	65,977	3,575	87,765
Sussex	61,336	52,502	16.8	11,616	49,720	18,408	17,009	92.4	11,194	98,511	56,469,005	25,422	2,136	23,804

Note: For sources see foreword. 1951 Retail Sales, Copyright 1952 "Sales Management". Further reproduction unlicensed.

30 Years of Growing

WDEL

AM . . . 1150 KC
TV . . . CHANNEL 7
FM . . . 93.7 MC
Wilmington, Delaware

1952 marks for WDEL three decades of broadcast operation—thirty years of growing with the many vigorous, expanding communities in its listening and viewing area.

As Delaware's pioneer radio and television station—the most important voice in the Wilmington trading area—WDEL delivers this rich market to you.

First in per family effective buying income—Wilmington, central city in its metropolitan county area — population group 100,000 to 500,000. Quality of Market Index is a sensational 154—54% above the U. S. average.

(Sales Management—1952 Survey of Buying Power)

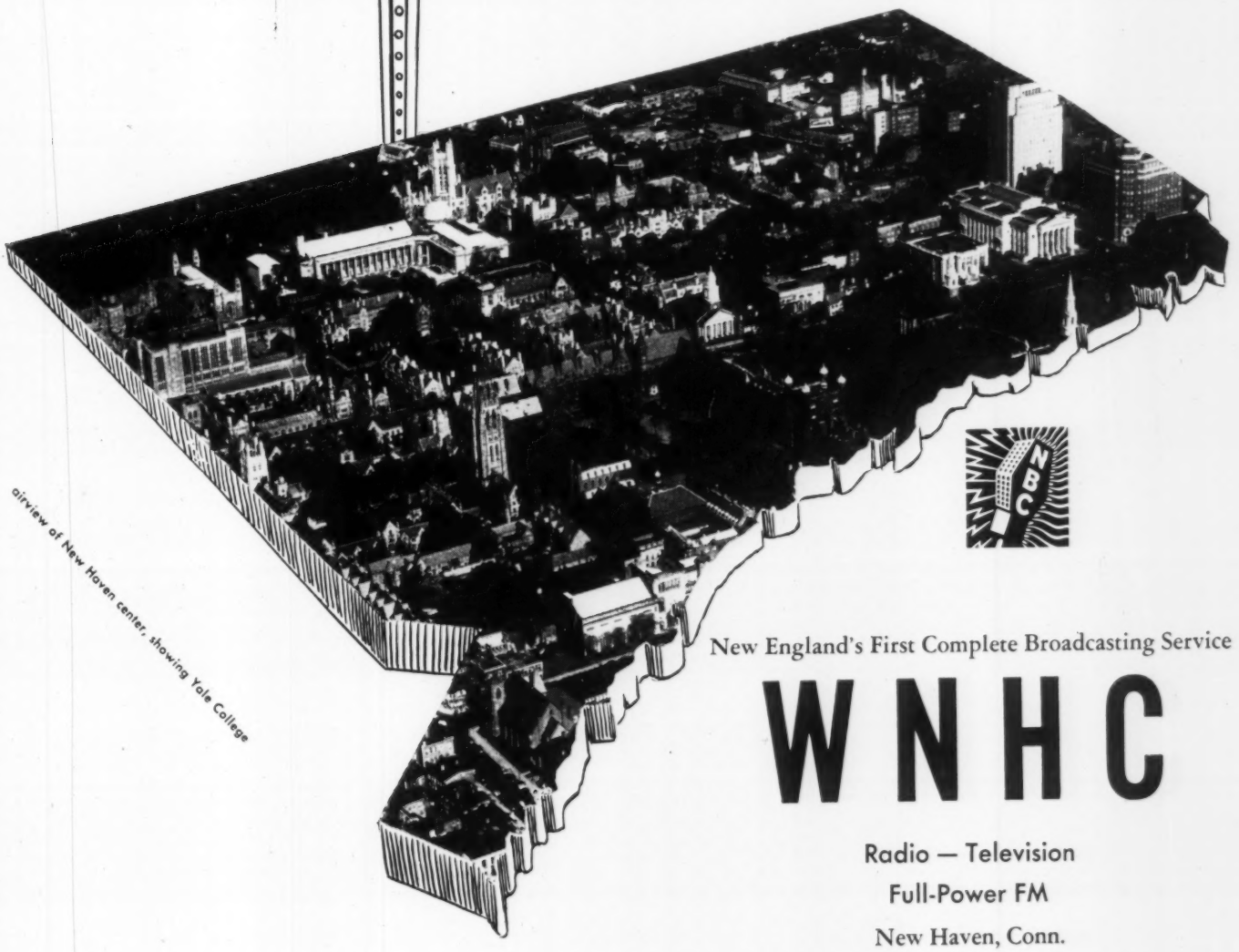
Represented by ROBERT MEEKER ASSOCIATES

STEINMAN STATION

Chicago • San Francisco • New York • Los Angeles

NBC TV-AFFILIATE

The New England, the Connecticut or even the New Haven market without . . .



airview of New Haven center, showing Yale College

New England's First Complete Broadcasting Service

WNHC

Radio — Television
Full-Power FM
New Haven, Conn.

ASK YOUR KATZ MAN WHY

DISTRICT OF COLUMBIA

SPOT RATE FINDER

WASHINGTON, 802,178 pop.; 224,092 homes; 96.8% radio; 216,921 radio homes; TV alloc.: Chans. 4 (WNBW (TV)), 5 (WTTG (TV)), 7 (WMAL-TV), 9 (WTOP-TV), 20, *26.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	19.12	24.12	30.37	60.75	91.00	151.87
N	36.00	34.00	48.00	109.50	164.25	273.75

3 AM non-affiliates, average 1-time rate

D	9.67	12.33	21.17	46.00	72.33	113.67
N	8.50	11.00	22.00	44.00	71.00	110.00

WARL (Arlington, Va.), 1kw-D, 780kc, Nat'l Time Sales

D	8.00	12.00	20.00	45.00	70.00	100.00

WARL-FM, Chan. 286, 105.1mc, 3kw, Nat'l Time Sales, Bonus

WASH (FM), Chan. 246, 97.1mc, 15kw, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	5.00	7.50	12.50	20.00	30.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WBUZ (FM) (Bradbury Heights, Md.) Chan. 244, 96.7mc, 420w (See Transit Radio listing)

WCFM (FM), Chan. 258, 99.5mc, 20kw, Continental

	SB	1M	5M	15M	30M	1 Hr
N	6.00	7.50	10.00	20.00	30.00	50.00

WEAM (Arlington, Va.), 5kw, 1390kc, Cooke

D	9.00	12.00	20.00	40.00	60.00	100.00
N	19.00	30.00	48.00	96.00	144.00	240.00

WFAN (FM), Chan. 262, 100.3mc, 18.4-kw

D	8.00	10.00	20.00	40.00	70.00	100.00
N	8.00	10.00	20.00	40.00	70.00	100.00

(See Group rates—UBC Network)

WFAX (Falls Church, Va.), 250w-D, 1220kc

D	3.60	4.80	10.80	16.80	28.80	48.00

WGAY (Silver Springs, Md.), 1kw-D, 1050kc, McGillvra, Pulse

D	7.00	10.00	15.00	27.00	45.00	80.00

WGMS, 1kw-D, 570kc

D	12.00	15.00	37.50	50.00	75.00	125.00

WGMS-FM, Chan. 278, 103.5mc, 20kw

N	10.00	12.00	37.50	50.00	75.00	125.00

WINX (Rockville, Md.), 1kw-D, 1600kc

D	8.00	10.00	20.00	40.00	70.00	100.00
N	8.00	10.00	20.00	40.00	70.00	100.00

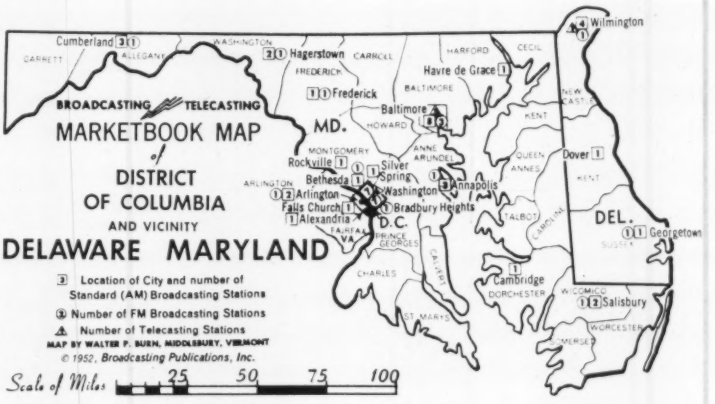
(See Group Rates—UBC Network)

MARKET INDICATORS FOR DELAWARE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	318,085	'50	266,505	'40
Urban Population	199,122	'50	(1) 139,432	'40
Rural Population	118,963	'50	(1) 127,073	'40
Total Homes	90,362	'50	70,541	'40
Percentage Radio	96.2%	'50	87.0%	'40
Radio Homes	85,877	'50	59,921	'40
Retail Sales	$ 416,145,000	'51	$ 381,765,000	'48
Automobiles	116,750	'51	108,272	'50
Telephones	127,700	'52	67,700	'45
New Construction	$ 34,200,000	'47	$ 19,400,000	'40
Median Family Income	$ 2,689	'49		
Farm Income	$ 22,988,188	'49	$ 17,952,000	'40
Employed	126,637	'50	101,827	'40
Internal Revenue Collections	$ 566,941,209	'51	$ 356,901,157	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.



you get that PERSONAL-ITY TOUCH...

... in Washington where family income tops U. S. by 35%*

*SALES MANAGEMENT'S 23RD ANNUAL SURVEY OF BUYING POWER.

. . . and where WMAL-AM-FM-TV tops the city's average in spot participation programs featuring popular LOCAL personalities.

- *Their personal endorsement gives you that BONUS acceptance your product needs for maximum sales results.*
- *Be sure to get your share of that extra $1745.00 per annum* the average Washington family earns.*
- *Let WMAL's PERSONAL-ITY TOUCH "touch off" NEW SALES for YOU! Call or wire The Katz Agency, Inc. or WMAL SALES Department.*

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

BONUS in Washington

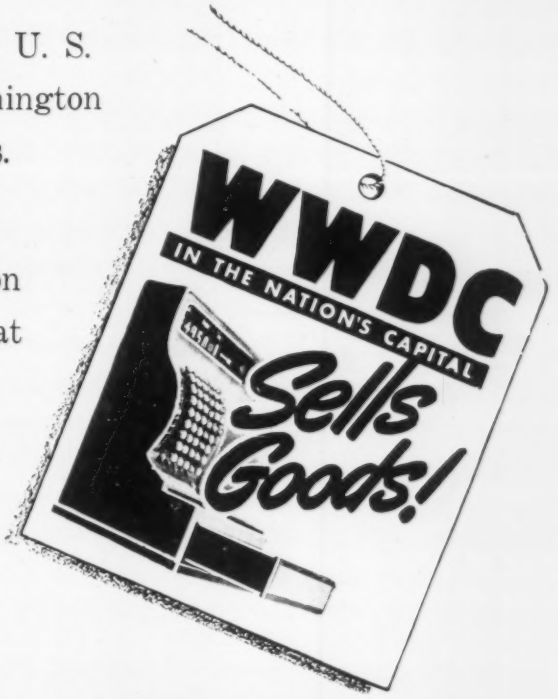
When you buy WWDC in Washington, you get a great big free bonus audience! A special survey by Pulse—made when no baseball or other special broadcasts were on the air—shows that WWDC has by far the largest out-of-home audience in the Washington area.

Out of 504 time periods measured by Pulse, WWDC was first 302 times, and tied for first 147 times. In other words, WWDC dominates this audience 94% of the time.

And this out-of-home audience is big. U. S. Government figures show that the Washington market has 244,067 automobiles with radios.

This big bonus audience that WWDC delivers advertisers is just one more reason why WWDC is the Washington station that sells goods.

Your JOHN BLAIR man will give you all the details about WWDC's dominant position in this always-rich market. Call him soon.



REPRESENTED BY JOHN BLAIR & CO.

WASHINGTON, D. C.

DISTRICT OF COLUMBIA

SPOT RATE FINDER

(Continued from page 44)

WASHINGTON (Continued)

WMAL, 5kw, 630kc, ABC, Katz, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	15.00	22.00	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

WMAL-FM, Chan. 297, 107.3mc, 20kw, Bonus

WMAL-TV, Chan. 7, 27.7kw-aur.; 13.9-kw-vis.; ABC, Katz, Pulse

D	45.00	45.00	90.00	120.00	180.00	300.00
N	90.00	90.00	150.00	200.00	300.00	500.00

WOL, 250w, 1450kc

D	9.00	12.00	24.00	48.00	72.00	120.00
N	9.00	12.00	24.00	48.00	72.00	120.00

WOL-FM, Chan. 254, 98.7mc, 20kw, Bonus

WOOK, 250w, 1340kc

D	8.00	10.00	20.00	40.00	70.00	100.00
N	8.00	10.00	20.00	40.00	70.00	100.00

(See Group Rates—UBC Network)

WPIK (Alexandria, Va.), 1kw-D, 730kc

D	8.00	10.00	18.00	36.00	54.00	90.00

WRC, 5kw, 980kc, NBC

D	22.50	22.50	30.00	60.00	90.00	150.00
N	45.00	45.00	60.00	120.00	180.00	300.00

WRC-FM, Chan. 230, 93.9mc, 20kw, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

WNBW (TV), Chan. 4, 10.5kw-aur.; 20.5kw-vis.; NBS Spot Sales

	SB	1M	5M	15M	30M	1 Hr
D	65.00	65.00	75.00	120.00	180.00	300.00
N	135.00	135.00	163.00	260.00	390.00	650.00

WTOP, 50kw, 1500kc, CBS, CBS Radio Spot Sales, Pulse

D	30.00	40.00	37.50	75.00	112.00	187.50
N	60.00			150.00	225.00	375.00

WTOP-FM, Chan. 242, 96.3mc, 20kw, Bonus

WTOP-TV, Chan. 9, 14.4kw-aur.; 27.3-kw-vis.; CBS, CBS TV Spot Sales, Pulse

D	50.00	50.00	68.75	110.00	165.00	275.00
N	140.00	140.00		280.00	420.00	700.00

WTTG (TV), Chan. 5, 10.5kw-aur.; 17.5kw-vis.; DuMont, Harrington, Righter & Parsons, Railton

D	20.00	50.00	75.00	120.00	180.00	300.00
N	40.00	100.00	150.00	240.00	360.00	600.00

WUST (Bethesda, Md.), 250w-D, 1120kc

D	6.00	9.00	18.00	36.00	54.00	90.00

WUST-FM, Chan. 292, 106.3mc, 0.5kw (Above rate includes 25% for simultaneous FM)

WWDC, 5kw, 1260kc, MBS, Blair, Pulse

D	20.00	20.00	30.00	60.00	90.00	150.00
N	20.00	20.00	30.00	60.00	90.00	150.00

WWDC-FM, Chan. 266, 101.1mc, 20kw, Transit Radio

* * *

MARKET INDICATORS FOR DISTRICT OF COLUMBIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	802,178	'50	663,091	'40
Urban Population	802,178	'50	663,091	'40
Rural Population	.....	'50	.....	'40
Total Homes	224,092	'50	173,445	'40
Percentage Radio	96.8%	'50	93.7%	'40
Radio Homes	212,960	'50	158,377	'40
Retail Sales	$1,453,386,000	'51	$1,107,732,000	'48
Automobiles	191,316	'51	194,958	'50
Telephones	524,100	'51	368,400	'45
New Construction	$ 99,500,000	'51	$ 93,400,000	'40
Farm Income	$ 569,621	'49	$ 588,066	'44
Internal Revenue Collections	*$1,406,634,606	'51	*$1,130,796,682	'50

* Includes Maryland.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

DISTRICT OF COLUMBIA MARKET DATA

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Washington	802,178	663,091	21.0	802,178		224,092	216,921	96.8	158,377	1,453,386	$ 569,621	168,198	$2,979	212,957

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

THE AMAZING STORY OF WOOK!

A UBC STATION

In Washington,

They Say Look to WOOK and everything is Double OKAY

They know that:

(1) **WOOK** has more listeners than ANY of the Nine other Washington area independents during the entire twenty four hour period.*

(2) **WOOK** has more listeners during the key periods than the COMBINED LISTENING AUDIENCE OF ANY TWO OTHER INDEPENDENT STATIONS in the Washington Area.*

*These statements are proven by the May-June 1952 Pulse ratings.

(3) **WOOK** has more national advertising than ANY OTHER independent station in the Washington Area.

WOOK GIVES MORE LISTENERS FOR THE DOLLAR SPENT

Just ask why at any UBC office:

New York: 507 Fifth Avenue—Murray Hill 74758

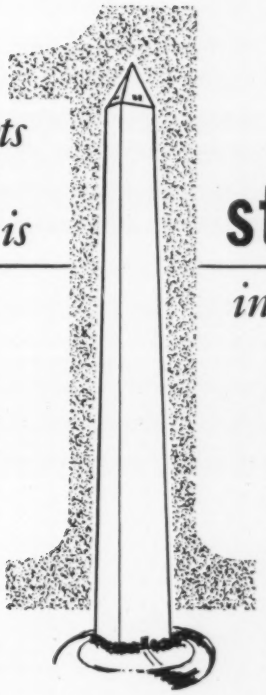
Baltimore: 912 N. Charles St.—Saratoga 8250

Washington: 8th & Eye Sts. N.W.—Republic 8000

Richmond: 513 E. Main St.—38368

Among major markets

WASHINGTON *is* **st**



in per family income . . .

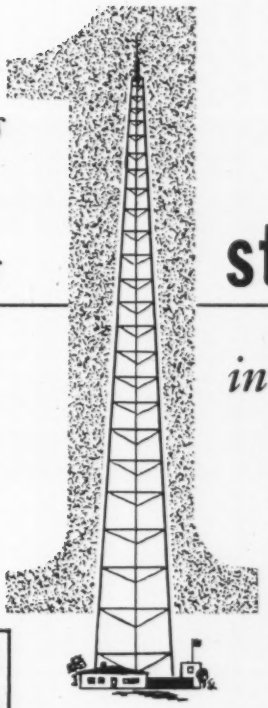
With the extraordinary per family income of $6,553 (Sales Management estimate), Washington is outranked by only four other markets in the United States, and these are *not* among markets normally classified with Washington.

Washington alone, with its 278,500 Government employees earning a monthly payroll of over one hundred million dollars, can offer this unique buying power.

Washington is a STABLE market, a QUALITY market, a RICH market.

Among radio stations

WRC *is* **st**



in **WASHINGTON...**

Established in 1923, WRC is first in length of service to the nation's capital.

An average of 25 news shows weekly originate to the network, in whole or in part, from WRC. A number of special events and discussion programs also are fed to NBC by the Washington station. The same careful production is applied to all local programming.

WRC has the top-rated early morning show, Bill Herson's "Timekeeper," and the largest number of top-rated quarter hours (56 out of 112) between 7 and 11 p.m., Sunday through Saturday (ARB, Feb., 1952).

WRC is an ESTABLISHED station, a LISTENED-TO station, a SELLING station.

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC

Represented by NBC Spot Sales

FLORIDA

SPOT RATE FINDER

BELLE GLADE: 7,219 pop.; Palm Beach Co.; TV alloc.: Chan. 25.
WSWN, 1kw-D, 900kc, Best

	SB	1M	5M	15M	30M	1 Hr
D	3.75	4.50	7.00	14.50	21.50	36.00
N	4.00	5.00	8.00	16.00	24.00	40.00

BRADENTON, 13,604 pop.; 4,743 homes; 87.1% radio; 4,131 radio homes; Manatee Co.; TV alloc.: Chan. 28.
WDHL, 250w, 1490kc, KBS, Best

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CLEARWATER, 15,581 pop.; 5,510 homes; 89.3% radio; 4,920 radio homes; Pinellas Co.; TV alloc.: Chan. 32.
WPIN, 1kw-D, 680kc, Indie Sales, SAMS

D	4.00	5.00	10.00	20.00	30.00	50.00

WTAN, 250w, 1340kc, McGillvra

D	3.50	3.50	7.00	14.00	21.00	35.00
N	4.00	4.00	8.00	17.50	30.00	45.00

CORAL GABLES, 19,837 pop.; 6,303 homes; 98.0% radio; 6,177 radio homes; Dade Co.

2 AM non-affiliates, average 1-time rates

D	7.00	9.25	13.25	25.25	41.00	67.50
N	7.00	9.25	13.25	25.25	41.00	67.50

WTTT, 250w, 1490kc

D	6.50	8.50	12.50	22.50	40.00	65.00
N	6.50	8.50	12.50	22.50	40.00	65.00

WVCG, 1kw-D, 1070kc

D	7.50	10.00	14.00	28.00	42.00	70.00
N	7.50	10.00	14.00	28.00	42.00	70.00

CRESTVIEW, 5,003 pop.: Okaloosa Co.
WCNU, 1kw-D, 1010kc

D	5.00	5.00	8.00	12.00	20.00	40.00

DAYTONA BEACH, 30,187 pop.; 10,127 homes; 86.4% radio; 8,750 radio homes; Volusia Co.; TV alloc.: Chan. 2.

2 AM affiliates, average 1-time rates

D	4.50	5.50	9.00	18.00	27.00	45.00
N	6.50	8.25	13.50	27.00	40.50	67.50

WMFJ, 250w, 1450kc, ABC, McGillvra, Conlan

D	6.50	10.00	20.00	30.00	50.00	
N	10.00	15.00	30.00	45.00	75.00	

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

For the Best in radio in
DAYTONA BEACH
contact
HIL F. BEST
representatives of
RADIO STATION
WROD

* * *

WNDB, 1kw, 1150kc

	SB	1M	5M	15M	30M	1 Hr
D	9.00	14.00	21.00	28.00	42.00	70.00
N	9.00	14.00	21.00	28.00	42.00	70.00

WNDB-FM, Chan. 233, 94.5mc, 8.5kw, Bonus days only

N	1.25	2.50	5.00	10.00	15.00	25.00

WROD, 250w, 1340kc, MBS, NBC, Best

D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.50	6.50	12.00	24.00	36.00	60.00

SERVING THE SUN EMPIRE Since 1924

WDBO

580 K.C. 5000 WATTS WDBO-FM 92.3 MCS 34000 WATTS

STILL 'WAY AHEAD! *Central Florida's Pioneer Radio Station*

CBS

1951 Retail Sales in the 21 WDBO counties totaled $616,908,000*. WDBO has approximately 19,000 *more daytime families* and 17,000 *more nighttime families* who listen regularly (6 or 7 days or nights a week) *than the other 3 Orlando stations combined***. Hooper Radio Audience index—morning 44.0, afternoon 48.9, evening 41.2***. No increase in WDBO rates since 1946.

* 1952 Sales Management ** Last BMB Report *** C. E. Hooper—Oct.-Nov. 1951

WDBO, ORLANDO, FLORIDA — National Representatives, BLAIR, CUMMINGS

DE LAND, 8,652 pop.; Volusia Co.; TV alloc.: Chan. 44.
WJBS, 250w, 1490kc, NBC

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	8.50	16.00	28.00	50.00
N	6.00	6.00	8.50	16.00	28.00	50.00

FORT LAUDERDALE, 36,328 pop.; 11,970 homes; 87.6% radio; 10,486 radio homes; Broward Co.; TV alloc.: Chans. 17, 23.

2 AM non-affiliates, average 1-time rates

D	6.75	9.00	13.50	21.00	36.00	60.00

WBRD, 250w-D, 1580kc, KBS, Best

D	6.00	6.00	9.00	18.00	36.00	60.00

WFTL, 250w, 1400kc

D	7.50	12.00	18.00	24.00	36.00	60.00
N	7.50	12.00	18.00	24.00	36.00	60.00

FORT MYERS, 13,195 pop.; 4,221 homes; 85.1% radio; 3,592 radio homes; Lee Co.; TV alloc.: Chan. 11.
WINK, 250w, 1240kc, CBS, KBS, Cooke

D	4.75	5.50	10.00	20.00	30.00	50.00
N	5.75	6.50	12.00	24.00	36.00	60.00

FORT PIERCE, 13,502 pop.; 3,969 homes; 78.7% radio; 3,124 radio homes; St. Lucie Co.; TV alloc.: Chan. 19.
WIRA, 250w, 1400kc, NBC, MBS

D	3.75	4.50	13.00	21.00	29.00	40.00
N	5.00	6.00	15.00	25.00	35.00	50.00

GAINESVILLE, 26,861 pop.; 6,765 homes; 83.3% radio; 5,635 radio homes; Alachua Co.; TV alloc.: Chans. *5, 20.

2 AM affiliates, average 1-time rates

D	4.38	5.00	10.00	20.00	30.00	50.00
N	5.63	6.25	12.50	25.00	40.00	62.50

WGGG, 250w, 1230kc, ABC

D	4.12	5.50	11.00	22.00	33.00	55.00
N	4.12	5.50	11.00	22.00	33.00	55.00

WRUF, 5kw, 850kc, MBS, Burn-Smith, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	50.00	75.00

WRUF-FM, Chan. 281, 104.1mc, 12kw, Burn-Smith (Rates upon request)

HOLLYWOOD, 14,351 pop.; 4,807 homes; 85.1% radio; 4,091 radio homes; Broward Co.
WHWD, 500w-D, 1320kc (CP)

D	7.50	23.00	40.00	47.50	65.00	

JACKSONVILLE, 204,517 pop.; 57,924 homes; 89.1% radio; 51,610 radio homes; Duval Co.; TV alloc.: Chans. 4 (WMBR-TV), *7, 12, 30, 36.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	17.75	35.25	54.25	94.75
N	18.50	18.00	36.00	69.00	108.25	189.25

2 AM non-affiliates, average 1-time rates

D	9.00		11.00	25.50	36.50	73.00

WIVY, 1kw-D, 1050kc, Clark

D	8.00		10.00	22.00	35.00	68.00

WIVY-FM, Chan. 229, 93.7mc, 3.25kw (CP)
WJAX, 5kw, 930kc, NBC, Blair

D		10.00	18.50	37.00	60.00	95.00
N		20.00	37.00	74.00	120.00	190.00

WJAX-FM, Chan. 236, 95.1mc, 11.5kw (No rates available)
WJHP, 5kw, 1320kc, MBS, Perry

D		10.00	18.00	35.00	53.00	88.00
N		15.00	35.00	70.00	105.00	175.00

WJHP-FM, Chan. 245, 96.9mc, 34kw (Rates on request)
WMBR, 5kw, 1460kc, CBS, Avery-Knodel, BMB, Hooper

D	10.00	10.00	18.00	36.00	54.00	90.00
N	20.00	20.00	36.00	72.00	108.00	180.00

WMBR-FM, Chan. 241, 96.1mc, 67kw, Avery-Knodel (All FM rates 25% of AM)
WMBR-TV, Chan. 4, 7.4kw-aur.; 14.8kw-vis.; CBS, Avery-Knodel

D	25.00	30.00	60.00	80.00	120.00	200.00
N	50.00	60.00	120.00	160.00	240.00	400.00

WOBS, 1kw-D, 1360kc, Forjoe

D	10.00		12.00	29.00	38.00	78.00
N	12.00		16.00	32.00	46.00	90.00

WPDQ, 5kw, 600kc, ABC, Taylor, Katz, Hooper, BMB

D	10.00	10.00	16.50	33.00	50.00	106.00
N	17.00	17.00	36.00	60.00	100.00	212.00

WRHC, 250w, 1400kc

D		4.15	7.50	15.00	22.50	37.50
N		5.55	10.00	20.00	30.00	50.00

JACKSONVILLE BEACH, 6,430 pop.; Duval Co.
WJVB, 250w-D, 1010kc, Best

D		5.00	10.00	20.00	30.00	50.00

KEY WEST, 26,433 pop.; 6,401 homes; 83.1% radio; 5,319 radio homes; Monroe Co.; TV alloc.: Chans. 14, 20.
WKWF, 500w, 1600kc, MBS

D	4.00	5.00	10.00	20.00	30.00	50.00
N	5.00	6.00	12.00	24.00	36.00	60.00

LAKE CITY, 7,571 pop.; Columbia Co.; TV alloc.: Chan. 33.
WDSR, 250w, 1340kc

D	3.75	5.00	10.00	20.00	30.00	50.00
N	3.75	5.00	10.00	20.00	30.00	50.00

LAKELAND, 30,851 pop.; 9,753 homes; 86.1% radio; 8,397 radio homes; Polk Co.; TV alloc.: Chans. 16, 22.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	3.88	4.00	8.00	15.50	25.50	37.50
N	5.50	6.00	10.00	20.00	33.50	55.00

WLAK, 1kw, 1430kc, NBC, Pearson

D	4.00	4.00	8.00	15.00	25.00	35.00
N	6.00	6.00	10.00	20.00	35.00	60.00

WONN, 250w, 1230kc, MBS, Cooke

D	3.75		8.00	16.00	26.00	40.00
N	5.00		10.00	20.00	32.00	50.00

LAKE WALES, 6,821 pop.; Polk Co.; TV alloc.: Chan. 14.
WIPC, 1kw, 1280kc, Best

D	4.50	6.00	8.00	16.00	24.00	40.00

LAKE WORTH, 11,777 pop.; 4,008 homes; 85.1% radio; 3,411 radio homes; Palm Beach Co.
WEAT, 250w, 1490kc, NBC, Walker

D	6.00	6.00	10.00	20.00	30.00	50.00
N	7.50	7.50	14.00	28.00	42.00	70.00

LEESBURG, 7,395 pop.; Lake Co.; TV alloc.: Chan. 26.
WLBE, 1kw, 790kc, Best

D	6.60	6.60	7.50	14.00	24.00	40.00
N	6.60	6.60	7.50	14.00	24.00	40.00

LIVE OAK, 4,046 pop.; Suwannee Co.
WNER, 250w, 1450kc, KBS

D	4.00	6.00	8.00	16.00	28.00	40.00
N	4.00	6.00	8.00	16.00	28.00	40.00

MARIANNA, 5,845 pop.; Jackson Co.; TV alloc.: Chan. 17.
WTYS, 250w, 1340kc, Cummings

D	4.00	4.00	8.00	16.00	24.00	40.00
N	4.00	4.00	8.00	16.00	24.00	40.00

MELBOURNE, 4,223 pop.; Brevard Co.
WMMB, 250w, 1240 kc, MBS

D	3.00	5.00	9.00	18.00	27.00	50.00
N	4.20	7.00	11.00	20.00	35.00	60.00

MIAMI, 249,276 pop.; 78,607 homes; 93.3% radio; 73,340 radio homes; Dade Co.; TV alloc.: Chans. *2, 4 (WTVJ TV)), 7, 10, 27, 33.

3 AM affiliates, average 1-time rates

D	18.17	18.17	26.67	53.00	80.33	131.67
N	27.33	27.33	45.00	90.00	135.00	225.00

3 AM non-affiliates, average 1-time rates

D	6.00	8.90	16.15	31.95	47.77	79.15
N	8.00	12.50	20.75	41.50	72.00	115.00

WFEC, 250w-D, 1220kc, Best

D		6.70	13.45	25.85	38.30	62.45

WGBS, 50kw-D, 10kw-N, 710kc, CBS, Katz, BMB

	SB	1M	5M	15M	30M	1 Hr
D	21.00	21.00	30.00	60.00	90.00	150.00
N	30.00	30.00	50.00	100.00	150.00	250.00

WGBS-FM, Chan. 242, 96.3mc, 1kw, Katz, Bonus
WIOD, 5kw, 610kc, NBC, Hollingbery, Pulse, BMB

D	19.00	19.00	28.00	55.00	85.00	135.00
N	28.00	28.00	45.00	90.00	135.00	225.00

WIOD-FM, Chan. 247, 97.3mc, 5kw, Hollingbery, Bonus
WMIE, 10kw-D, 5kw-N, 1140kc

D		12.00	20.00	40.00	60.00	100.00
N		15.00	25.00	50.00	84.00	140.00

WQAM, 5kw-D, 1kw-N, 560kc, ABC, Blair, BMB

D	14.50	14.50	22.00	44.00	66.00	110.00
N	24.00	24.00	40.00	80.00	120.00	200.00

WQAM-FM, Chan. 235, 94.9mc, 60kw, Blair, Bonus
WTVJ (TV), Chan. 4, 8.25kw-aur.; 16.5kw-vis.; ABC, CBS, NBC, Du-Mont, Free & Peters

D	55.00	55.00	80.00	120.00	180.00	300.00
N	110.00	110.00	160.00	240.00	360.00	600.00

WWPB, 250w, 1450kc, Walker

D	6.00	8.00	15.00	30.00	45.00	75.00
N	8.00	10.00	16.50	33.00	60.00	90.00

WWPB-FM, Chan. 268, 101.5mc, 8.5kw

MIAMI BEACH, 46,282 pop.; 16,069 homes; 96.4% radio; 16,011 radio homes; Dade Co.

2 AM non-affiliates, average 1-time rates

D	5.50	7.63	13.25	26.88	43.00	72.88

WINZ, 1kw, 940kc, Forjoe (CP 50kw)

D		8.25	14.50	28.75	50.00	85.75
N		11.50	17.25	35.75	60.75	114.50

WKAT-FM, Chan. 226, 93.1 mc, 324kw, Headley-Reed

D	12.00	12.00	19.00	40.00	60.00	100.00
N	20.00	20.00	37.00	75.00	110.00	190.00

WKAT-FM, Chan. 226, 9.1mc, 324kw, Bonus
WLRD (FM), Chan. 230, 93.9mc, 13kw (Store Broadcasting, 60 supermarkets, rates on request.)
WMBM, 1kw-D, 800kc

D	5.50	7.00	12.00	25.00	36.00	60.00

NEW SMYRNA BEACH, 5,775 pop.; Volusia Co.
WSBB, 100w, 1230kc

D	6.00	6.00	9.65	19.25	33.00	55.00
N	6.00	6.00	9.65	19.25	33.00	55.00

(Continued on page 50)

VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY McGILLVRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

FLORIDA

SPOT RATE FINDER

(Continued from page 49)

OCALA, 11,741 pop.; 3,576 homes; 82.3% radio; 2,943 radio homes; Marion Co.; TV alloc.: Chan. 15.

WTMC, 1kw, 1290kc, MBS, Perry, Conlan, Crossley

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	35.00	60.00
N	5.00	5.00	10.00	20.00	35.00	60.00

ORLANDO, 52,367 pop.; 16,690 homes; 90.2% radio; 15,054 radio homes; Orange Co.; TV alloc.: Chans. 6, 9, 18, *24.

4 AM affiliates, average 1-time rates

D	7.75	7.75	12.24	24.31	38.62	63.38
N	10.50	10.50	18.06	35.88	57.75	96.25

WDBO, 5kw, 580kc, CBS, Blair, Hooper

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

WDBO-FM, Chan 222, 92.3mc, 35kw, Blair, Bonus

WHOO, 10kw, 990kc, ABC, Pearson, Hooper

D	7.50	7.50	11.70	22.75	39.00	65.00
N	10.00	10.00	18.00	35.00	60.00	100.00

WHOO-FM, Chan. 243, 96.5mc, 59kw, Pearson, Bonus

WLOF, 5kw, 950kc, MBS, Raymer

D	8.00	8.00	13.00	26.00	40.00	65.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WORZ, 1kw, 740kc, NBC, Weed, Hooper, Conlan

D	7.00	7.00	10.50	21.00	31.50	52.00
N	10.00	10.00	15.00	30.00	45.00	75.00

WORZ-FM, Chan. 262, 100.3mc, 16.5kw Duplicates AM

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

PALATKA, 9,176 pop.; Putnam Co.; TV alloc.: Chan. 17.

WWPF, 250w-D, 800kc

	SB	1M	5M	15M	30M	1 Hr
D	3.25	4.50	7.00	12.50	23.00	40.00

PALM BEACH, 3,886 pop.; Palm Beach Co.

WWPG, 250w, 1340kc, ABC, Perry

D	5.00	10.00	20.00	30.00	50.00
N	6.25	12.50	25.00	37.50	62.50

WWPG-FM, Chan, 250, 97.9mc, 22kw, Bonus

PANAMA CITY, 25,814 pop.; 7,446 homes; 81.5% radio; 6,068 radio homes; Bay Co.; TV alloc.: Chans. 7, *30, 36.

2 AM affiliates, average 1-time rates

D	4.50	5.00	8.50	18.00	27.00	45.00
N	5.00	5.50	9.50	19.00	30.00	50.00

WDLP, 1kw, 590kc, MBS

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

WDLP-FM, Chan. 255, 98.9mc, 8kw

WPCF, 250w, 1400kc, ABC, Devney, Dora-Clayton

D	3.00	4.00	7.00	16.00	24.00	40.00
N	4.00	5.00	9.00	18.00	30.00	50.00

PENSACOLA, 43,479 pop.; 12,804 homes; 84.7% radio; 10,845 radio homes; Escambia Co.

3 AM affiliates, average 1-time rates

D	6.00	6.53	10.75	21.67	34.17	57.17
N	8.05	8.67	13.92	28.00	45.50	76.67

WBSR, 250w, 1450kc, CBS

D	5.50	5.50	10.00	20.00	30.00	50.00
N	6.50	6.50	14.00	28.00	42.00	70.00

WCOA, 5kw, 1370kc, NBC, Perry

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

WEAR, 250w, 1230kc, ABC, Pearson

D	4.00	5.60	8.50	17.50	28.50	50.00
N	5.65	7.50	8.50	17.50	28.50	50.00

PLANT CITY, 9,230 pop.; Hillsborough Co.

WPLA, 250w-D, 1570kc

D	3.00	3.00	5.00	9.00	18.00	36.00

MARKET INDICATORS FOR FLORIDA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,771,305	'50	1,897,414	'40
Urban Population	1,813,890	'50	(1) 1,045,791	'40
Rural Population	1,204,517	'50	(1) 851,623	'40
Total Homes	822,045	'50	519,887	'40
Percentage Radio	87.4%	'50	64.8%	'40
Radio Homes	779,508	'50	326,447	'40
Retail Sales	$2,928,490,000	'51	$2,335,965,000	'48
Automobiles	1,096,065	'51	984,838	'50
Telephones	752,000	'52	334,900	'45
New Construction	$ 806,700,000	'51	$ 227,200,000	'40
Internal Revenue Collections	$ 464,326,027	'51	$ 359,387,115	'50

(1) **Old urban definition of Census Bureau.**

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

QUINCY, 6,505 pop.; Gadsden Co.; TV alloc.: Chan. 54.

WCNH, 250w, 1230kc, MBS, Best

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	4.50	12.00	18.00	30.00
N	3.00	3.00	4.50	12.00	18.00	30.00

ST. AUGUSTINE, 13,555 pop.; 4,183 homes; 81.7% radio; 3,418 radio homes; St. Johns Co.; TV alloc.: Chan. 25.

WFOY, 250w, 1240kc, CBS, Avery-Knodel

D	4.50	4.50	7.00	15.00	22.00	36.00
N	9.00	9.00	11.00	22.00	33.00	54.00

ST. PETERSBURG, 96,738 pop.; 35,542 homes; 92.3% radio; 32,805 radio homes; Pinellas Co.; TV alloc.: (see Tampa).

2 AM affiliates, average 1-time rates

D	5.25	5.75	12.25	24.50	42.00	71.00
N	8.00	10.38	18.25	38.75	72.00	120.00

WSUN, 5kw, 620kc, ABC, Weed

D	4.50	7.50	12.50	25.00	42.00	70.00
N	8.00	10.75	17.50	37.50	72.00	120.00

WTSP, 5kw, 1380kc, MBS, H-R Reps., Hooper

D	6.00	8.00	12.00	24.00	42.00	72.00
N	8.00	10.00	19.00	40.00	72.00	120.00

WTSP-FM, Chan. 273, 102.5mc, 37kw, H-R Reps., Bonus

SANFORD, 11,935 pop.; 3,669 homes; 81.5% radio; 2,990 radio homes; Seminole Co.; TV alloc.: Chan. 35.

WTRR, 250w, 1400kc, Best

D	2.16	3.60	6.48	12.96	21.60	36.00
N	3.00	5.00	9.00	18.00	30.00	50.00

SARASOTA, 18,806 pop.; 6,437 homes; 88.4% radio; 5,690 radio homes; Sarasota Co.; TV alloc.: Chan. 34.

WKXY, 1kw-D, 1540kc

D	5.00	10.00	15.00	20.00	30.00	50.00
N	5.00	10.00	15.00	20.00	30.00	50.00

WSPB, 250w, 1450kc, CBS, Pearson

D	3.75	3.75	10.00	20.00	30.00	50.00
N	5.00	5.00	12.00	24.00	36.00	60.00

SEBRING, 5,006 pop.; Highlands Co.

WJCM, 250w, 1340kc

D	3.50	3.50	4.70	8.75	19.00	30.00
N	4.50	4.50	6.00	16.25	27.00	45.00

TALLAHASSEE, 27,237 pop.; 7,287 homes; 81.2% radio; 5,917 radio homes; Leon Co.; TV alloc.: Chans. *11, 24, 51.

2 AM affiliates, average 1-time rate

D	5.08	5.65	9.75	20.00	30.00	50.00
N	7.02	7.59	13.50	27.00	42.00	70.00

WTAL, 5kw, 1270kc, CBS, Cummings, Blair, Hooper

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	18.00	36.00	54.00	90.00

WTAL-FM, Chan. 280, 103.9mc, 710w, Blair, Cummings, Bonus

WTNT, 250w, 1450kc, ABC, Clark

	SB	1M	5M	15M	30M	1 Hr
D	3.16	4.30	7.50	16.00	24.00	40.00
N	4.05	5.18	9.00	18.00	30.00	50.00

TAMPA, 124,681 pop.; 38,190 homes; 88.7% radio; 33,875 radio homes; Hillsborough Co.; TV alloc. (Tampa-St. Petersburg): Chans. *3, 8, 13, 38.

2 AM affiliates, average 1-time rates

D	13.00	13.00	20.00	32.00	50.00	80.00
N	18.00	18.00	35.00	60.00	90.00	160.00

3 AM non-affiliates, average 1-time rates

D	4.17	4.67	8.50	16.37	28.63	48.33

WALT, 1kw-D, 1110kc, Pearson

D	5.00	6.00	12.50	21.60	38.00	60.00

WDAE, 5kw, 1250kc, CBS, Katz

D	14.00	14.00	20.00	32.00	50.00	80.00
N	20.00	20.00	35.00	60.00	90.00	160.00

WDAE-FM, Chan. 264, 100.7mc, 65kw, Bonus

WEBK, 1kw-D, 1590kc

D		3.50	5.50	14.00	21.65	40.00

WFLA, 5kw, 970kc, NBC, Blair, Cummings, Hooper

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	35.00	60.00	90.00	160.00

WFLA-FM, Chan. 227, 93.3mc, 53kw, Blair, Bonus

WHBO, 250w, 1050kc

D	3.35	4.50	7.50	13.50	26.25	45.00
N	3.35	4.50	7.50	13.50	26.25	45.00

WEST PALM BEACH, 43,162 pop.; 14,080 homes; 89.2% radio; 12,559 radio homes; Palm Beach Co.; TV alloc.: Chans. 5, 12, *15, 21.

2 AM affiliates, average 1-time rates

D	6.00	6.00	11.00	22.00	33.00	55.00
N	11.00	11.00	20.00	40.00	60.00	100.00

WEAT, 250w, 1490kc, NBC, Walker (See Lake Worth)

WIRK, 1kw, 1290kc, MBS, Cooke

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJNO, 250w, 1230kc, CBS, Meeker

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WINTER HAVEN, 8,605 pop.; Polk Co.

WSIR, 250w, 1490kc, MBS, Conlan, BMB

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.36	5.36	10.72	21.44	32.16	53.60

IT'S ALL-SEASON IN MIAMI NOW!

If you still think Miami's merely a "Winter Resort"...take a look at *these* figures from the Miami and Miami Beach Convention Bureaus!

227 Conventions Booked April Through November Of This Year!

212,455 Conventioners From Everywhere Will Attend These 227 Conventions!

$25,932,970.00 Is A Conservative Estimate Of The Number Of Dollars These Conventioners Will Spend Here!

And...remember, all this is *in addition to* our thousands of Summer Tourists and our half a million year-round residents!

Get *your* share of this big, bustling all-season business! WIOD can get it for you. Just let your Hollingbery man fill you in on the details.

WIOD

Established January 18, 1926

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

National Rep., George P. Hollingbery Co.

FLORIDA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Alachua	57,026	38,607	47.7	26,861	30,165	14,837	12,359	83.3	4,844	50,692	$ 5,125,903	19,513	1,653	$ 712,000
Baker	6,313	6,510	—3.0		6,313	1,593	1,276	80.1	479	3,111	760,684	2,234	171	54,000
Bay	42,689	20,686	106.4	25,814	16,875	11,582	9,671	83.5	3,160	35,538	340,041	16,223	2,438	1,845,000
Bradford	11,457	8,717	31.4	2,944	8,513	3,021	2,556	84.6	938	7,189	757,599	4,445	228	87,000
Brevard	23,653	16,142	46.5	11,072	12,581	7,553	6,533	86.5	3,021	21,624	4,458,184	12,640	248	133,000
Broward	83,933	39,794	110.9	64,787	19,146	26,493	22,546	85.1	7,515	119,958	14,185,494	50,636	1,339	898,000
Calhoun	7,922	8,218	—3.6		7,922	2,020	1,620	80.2	626	4,284	776,406	2,008	205	68,000
Charlotte	4,286	3,663	17.0		4,286	1,497	1,328	88.7	663	5,785	616,564	2,276	42	18,000
Citrus	6,111	5,846	4.5		6,111	1,870	1,571	84.0	756	4,731	613,757	2,885	43	24,000
Clay	14,323	6,468	121.4	4,793	9,530	3,478	2,960	85.1	813	6,600	1,335,986	5,209	288	136,000
Collier	6,488	5,102	27.2		6,488	1,857	1,523	82.0	572	3,098	3,559,958	5,276	425	220,000
Columbia	18,216	16,859	8.0	7,571	10,645	4,905	3,723	75.9	1,424	14,704	1,793,628	5,996	597	225,000
Dade	495,084	267,739	84.9	466,079	29,005	154,815	145,371	93.9	62,001	698,460	19,197,516	247,176	13,575	9,520,000
DeSoto	9,242	7,792	18.6	4,764	4,478	2,495	2,033	81.5	1,132	7,400	2,609,523	3,582	517	202,000
Dixie	3,928	7,018	—44.0		3,928	1,099	907	82.5	749	2,713	268,844	1,281	85	28,000
Duval	304,029	210,143	44.7	247,837	56,192	85,379	76,073	89.1	40,627	331,058	6,212,949	108,202	14,295	8,609,000
Escambia	112,706	74,667	50.9	77,318	35,388	30,532	26,349	86.3	11,317	88,935	1,728,042	39,187	4,866	3,005,000
Flagler	3,367	3,008	11.9		3,367	1,027	843	82.1	348	2,052	1,789,539	1,641	210	88,000
Franklin	5,814	5,991	—3.0	3,222	2,592	1,722	1,340	77.8	639	2,828	103,619	1,405	53	21,000
Gadsden	36,457	31,450	15.9	14,978	21,479	7,709	6,028	78.2	2,237	22,095	11,320,329	7,486	1,063	452,000
Gilchrist	3,499	4,250	17.7		3,499	885	693	78.3	307	2,147	891,545	1,498	99	48,000
Glades	2,199	2,745	—19.9		2,199	614	516	84.0	350	1,547	2,490,875	830		
Gulf	7,460	6,951	7.3	2,752	4,708	2,016	1,734	86.0	884	4,937	98,718	2,610	1,040	631,000
Hamilton	8,981	9,778	—8.2		8,981	2,328	1,844	79.2	663	4,256	1,634,398	1,966	307	127,000
Hardee	10,073	10,158	—0.8	2,872	7,201	2,915	2,387	81.9	1,270	8,626	3,784,137	4,557	149	52,000
Hendry	6,051	5,237	15.5		6,051	1,729	1,494	86.4	817	6,755	7,172,904	3,060	489	362,000
Hernando	6,693	5,641	18.6		6,693	2,024	1,743	86.1	738	5,702	1,438,232	3,240	333	113,000
Highlands	13,636	9,246	47.5	9,618	4,018	4,140	3,428	82.8	1,445	10,992	4,973,068	6,400	203	86,000
Hillsborough	249,894	180,148	38.7	188,565	61,329	74,888	66,575	88.9	35,836	268,944	16,639,280	107,585	16,978	8,517,000
Holmes	13,988	15,447	—9.4		13,988	3,498	2,760	78.9	1,048	3,990	1,811,873	2,931	206	48,000
Indian River	11,872	8,957	32.5	4,746	7,126	3,669	3,148	85.8	1,454	11,466	5,038,212	6,081	119	105,000
Jackson	34,645	34,428	0.6	5,845	28,800	8,832	6,783	76.8	2,414	19,626	5,940,158	8,446	531	228,000
Jefferson	10,413	12,032	—13.5		10,413	2,680	2,109	78.7	777	4,717	1,650,396	2,560	221	82,000
Lafayette	3,440	4,405	21.9		3,440	916	751	82.0	426	1,675	945,533	1,096	55	16,000
Lake	36,340	27,255	33.3	14,428	21,912	11,180	9,615	86.0	4,696	30,030	17,744,044	18,249	926	460,000
Lee	23,404	17,488	33.8	13,195	10,209	7,433	6,459	86.9	3,172	28,660	5,224,794	12,431	310	178,000
Leon	51,590	31,646	63.0	31,848	19,742	12,895	10,690	82.9	3,857	43,818	1,424,300	10,827	1,387	615,000
Levy	10,637	12,550	—15.2		10,637	3,104	2,517	81.1	1,054	5,904	1,716,465	3,246	402	144,000
Liberty	3,182	3,752	—15.2		3,182	875	685	78.3	243	1,210	230,197	765	208	76,000
Madison	14,197	16,190	—12.3	3,150	11,047	3,596	2,751	76.5	1,229	6,219	2,441,364	3,625	476	130,000
Manatee	34,704	26,098	33.0	17,707	16,997	11,154	9,548	85.6	4,567	33,398	6,407,319	18,965	1,069	433,000
Marion	38,187	31,243	22.2	11,741	26,446	11,098	9,189	82.8	4,129	38,754	6,942,360	14,766	1,348	621,000
Martin	7,807	6,295	24.0	2,912	4,895	2,554	2,202	86.2	1,057	6,988	1,213,142	4,192	135	62,000
Monroe	29,957	14,078	112.8	26,433	3,524	7,336	6,118	83.4	2,555	20,643	10,460	8,367	130	62,000
Nassau	12,811	10,826	18.3	4,420	8,391	3,307	2,748	83.1	1,301	9,053	1,448,949	3,684	1,310	904,000
Okaloosa	27,533	12,900	113.4	5,003	22,530	6,694	5,569	83.2	1,207	12,126	801,001	10,147	390	140,000
Okeechobee	3,454	3,000	15.1		3,454	1,023	864	84.5	385	3,010	1,107,113	1,866	160	58,000
Orange	114,950	70,074	64.0	76,666	38,284	35,725	32,081	89.8	14,992	132,184	26,073,391	60,615	3,119	1,846,000
Osceola	11,406	10,119	12.7	7,311	4,095	4,050	3,552	87.7	2,008	10,176	2,150,345	5,935	595	283,000
Palm Beach	114,688	79,989	43.4	86,738	27,950	36,996	31,484	85.1	14,879	164,189	21,117,089	56,128	1,269	901,000
Pasco	20,529	13,981	46.8	3,806	16,723	6,386	5,441	85.2	2,276	12,954	8,964,817	9,349	2,900	1,494,000
Pinellas	159,249	91,852	73.4	137,702	21,547	56,655	52,009	91.8	23,009	207,360	7,415,205	85,076	3,058	1,876,000
Polk	123,997	86,665	43.1	67,167	56,830	35,970	30,862	85.8	14,802	108,019	51,178,252	55,500	7,380	4,174,000
Putnam	23,615	18,698	26.3	9,176	14,439	6,905	5,552	80.4	2,408	20,922	3,077,544	9,208	1,748	1,028,000
St. Johns	24,998	20,012	24.9	13,555	11,443	7,384	6,040	81.8	3,315	22,762	4,208,523	9,026	340	190,000
St. Lucie	20,180	11,871	70.0	13,502	6,678	5,966	4,767	79.9	1,663	23,987	4,940,529	9,702	516	289,000
Santa Rosa	18,554	16,085	15.3		18,554	4,676	3,802	81.3	1,375	7,469	2,053,139	4,974	40	13,000
Sarasota	28,827	16,106	79.0	18,896	9,931	9,723	8,566	88.1	3,220	41,210	2,547,037	2,032	381	209,000
Seminole	26,883	22,304	20.5	11,935	14,948	7,923	6,616	83.5	3,470	25,308	9,704,180	11,277	446	212,000
Sumter	11,330	11,041	2.6		11,330	3,186	2,663	83.6	1,276	6,422	2,911,811	3,549	229	96,000
Suwannee	16,986	17,073	—0.5	4,064	12,922	4,438	3,506	79.0	1,459	11,236	3,181,068	4,587	605	180,000
Taylor	10,416	11,565	—9.9	2,797	7,619	2,964	2,273	76.7	953	8,533	483,747	3,145	1,697	793,000
Union	8,906	7,094	25.5		8,906	1,232	986	80.0	387	2,149	880,945	1,068	92	20,000
Volusia	74,229	53,710	38.2	51,264	22,965	24,557	21,217	86.4	10,747	83,353	6,618,609	35,261	1,291	732,000
Wakulla	5,258	5,463	—3.8		5,258	1,365	1,110	81.3	472	1,415	171,716	1,230	77	37,000
Walton	14,725	14,246	3.4	3,077	11,648	3,961	3,141	79.3	1,120	8,701	1,385,982	5,234	177	52,000
Washington	11,888	12,302	—3.4	2,959	8,929	3,116	2,474	79.4	874	4,093	747,129	2,716	385	126,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

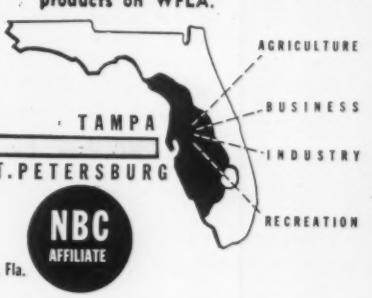
WITHIN A RADIUS OF 50 MILES OF WFLA!

26% OF FLORIDA'S POPULATION

29% OF FLORIDA'S FAMILIES

24% OF FLORIDA'S RETAIL SALES

Population, retail sales and other important economic indices continue to climb in the WFLA market. WFLA covers a big, growing segment of Florida — nearly 25% of the sales potential of the entire State — where the payrolls of diversified industry, commerce and agriculture provide steady buying power right around the calendar. For more Florida sales — every month of the year — "spot" your products on WFLA.



WFLA

The Tampa Tribune Stations • AM and FM

NBC AFFILIATE

National Representative JOHN BLAIR & CO. • Southeastern Representative HARRY E. CUMMINGS, Jacksonville, Fla.

GEORGIA

SPOT RATE FINDER

ALBANY, 31,155 pop.; 8,966 homes; 78.0% radio; 6,993 radio homes; Dougherty Co.; TV alloc.: Chans. 10, 25.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	4.25	4.25	8.00	15.00	22.50	37.50
N	6.00	6.00	13.50	27.00	42.00	70.00

WALB, 1kw, 1590kc, ABC, Burn-Smith, BMB

D	4.50	4.50	8.00	14.00	21.00	35.00
N	6.00	6.00	13.00	26.00	42.00	70.00

WGPC, 250w, 1450kc, CBS, Hollingbery

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	14.00	28.00	42.00	70.00

AMERICUS, 11,389 pop.; 3,451 homes; 75.0% radio; 2,588 radio homes; Sumter Co.; TV alloc.: Chan. 31.

WDEC, 250w, 1230kc; MBS, Continental, Dora-Clayton, Crossley

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

ATHENS, 28,180 pop.; 7,346 homes; 84.3% radio; 6,193 radio homes; Clarke Co.; TV alloc.: Chans. *8, 60.

WGAU, 250w, 1340kc, CBS, BMB

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WGAU-FM, Chan. 258, 99.5mc, 4.4kw, Bonus

WFRC, 1kw-D, 500w-N, 960kc, Dora-Clayton, BMB

D	6.00	6.00	10.00	20.00	30.00	50.00

ATLANTA, 331,314 pop.; 92,756 homes; 88.3% radio; 81,904 radio homes; DeKalb, Fulton Cos.; TV alloc.: Chans. 2 (WSB-TV), 5 (WAGA-TV), 11 (WLTV(TV), now Chan. 8), *30, 36.

3 AM affiliates, average 1-time rates

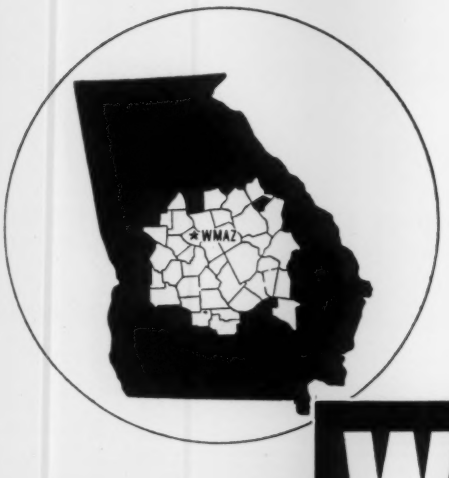
D	20.50	31.67	44.33	70.07	114.67	191.67
N	38.50	49.67	69.67	110.67	182.00	303.33

4 AM non-affiliates, average 1-time rates

D	9.13	9.67	15.44	31.50	51.75	86.25
N		7.00	20.00	40.00	66.00	110.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

outside of atlanta . . . NO GEORGIA STATION DELIVERS AS LARGE A BMB AUDIENCE AS WMAZ



102,690 families*
in 67 counties
with 1951 retail sales
of half a billion dollars

* Daytime Total Weekly Audience, as reported in BMB study No. 2, Spring 1949

WMAZ

MACON, GEORGIA • 10,000 W • 940 KC • CBS • MEMBER OF THE GEORGIA TRIO

REPRESENTED BY THE KATZ AGENCY, INC.

WAGA, 5kw, 590kc, CBS, Katz

	SB	1M	5M	15M	30M	1 Hr
D	26.00	30.00	40.00	65.00	110.00	185.00
N	31.00	40.00	54.00	90.00	156.00	260.00

WAGA-FM, Chan. 277, 103.3mc, 50kw, Bonus

WAGA-TV, Chan. 5, 13kw-aur.: 26kw-vis.: CBS, DuMont

D	26.00	52.00	81.25	130.00	195.00	325.00
N	52.00	104.00	162.50	260.00	390.00	650.00

WATL, 5kw, 1380kc

D	15.00	30.00	48.00	80.00	
N	30.00	60.00	96.00	160.00	

WATL-FM, Chan. 248, 97.5mc, 44kw, Bonus

WBGE, 250w, 1340kc, Burn-Smith

D	5.00	7.00	15.00	24.00	40.00
N	7.00	10.00	20.00	36.00	60.00

WBGE-FM, Chan. 238, 95.5mc, 14kw, Burn-Smith

WERD, 1kw-D, 860kc

D	7.50	7.50	15.00	30.00	45.00	75.00

WGST, 5kw-D, 1kw-N, 920kc, ABC, MBS, Blair, Pulse

D	15.00	20.00	30.00	48.00	72.00	120.00
N	25.00	34.00	50.00	80.00	120.00	200.00

WGST-FM, Chan, 231, 94.1mc, 345kw, Blair, Bonus

WLTV (TV), Chan. 8, 12.5kw-aur.; 23.8kw-vis.; ABC, Harrington, Righter & Parsons, Hooper

D	28.00	36.00	62.50	100.00	150.00	250.00
N	60.00	75.00	125.00	200.00	300.00	500.00

WQXI, 5kw-D, 1kw-N, 790kc

D	10.75	16.50	24.75	51.00	90.00	150.00

WSB, 50kw, 750kc, NBC, Petry

D	45.00	63.00	97.20	162.00	270.00	
N	75.00	105.00	162.00	270.00	450.00	

WSB-FM, Chan. 283, 104.5mc, 50kw, Bonus

WSB-TV, Chan. 2, 25kw-aur.; 50kw-vis., NBC, Petry

D	52.00	81.25	130.00	195.00	325.00
N	104.00	162.50	260.00	390.00	650.00

AUGUSTA, 71,508 pop.; 19,953 homes; 81.1% radio; 16,182 radio homes; Richmond Co.; TV alloc.: Chans. 6, 12.

4 AM affiliates, average 1-time rates

D	5.62	5.62	11.02	22.07	33.07	55.12
N	7.62	7.62	15.02	30.05	45.07	75.12

WAUG, 250w-D, 1050kc

D	4.00	4.00	8.00	12.00	20.00	35.00
N	4.00	4.00	8.00	12.00	20.00	35.00

WAUG-FM, Chan. 289, 105.7mc, 9.2kw

D	3.00	3.00	5.00	8.60	12.00	20.00

WBBQ, 250w, 1340kc, MBS, Walker

D	4.50	4.50	8.10	16.20	24.30	40.50
N	4.50	4.50	8.10	16.20	24.30	40.50

WGAC, 5kw-D, 1kw-N, 580kc, ABC, Avery-Knodel, BMB

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJBF, 250w, 1230kc, NBC, Hollingbery

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WRDW, 5kw, 1480kc, CBS, Headley-Reed

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

BAINBRIDGE, 7,562 pop.; Decatur Co.; TV alloc.: Chan. 35.

WMGR, 250w, 1490kc, MBS, KBS

D	3.25		15.00	20.00	35.00	50.00
N	3.25		15.00	20.00	35.00	50.00

BRUNSWICK, 17,954 pop.; 4,981 homes; 81.2% radio; 4,045 radio homes; Glynn Co.; TV alloc.: Chans. 28, 34.

2 AM affiliates, average 1-time rates

D	3.25	4.00	10.50	23.50	39.00	57.50
N	3.25	4.00	10.50	23.50	39.00	57.50

WGIG, 1kw, 1440kc, ABC, McGillvra

D	3.50		11.00	22.00	33.00	55.00
N	3.50		11.00	22.00	33.00	55.00

WMOG, 250w, 1490kc, MBS, Conlan

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

CAIRO, 5,577 pop.; Grady Co.; TV alloc:. Chan. 45.

WGRA, 1kw-D, 1300kc

D	2.35	3.00	4.55	9.00	15.40	30.00

CARROLLTON, 7,753 pop.; Carroll Co.; TV alloc.: Chan. 33.

WLBB, 250w-D, 1100kc, KBS

D	3.20		10.00	12.00	25.00	42.50

CARTERSVILLE, 7,270 pop.; Bartow Co.; TV alloc.: Chan. 63.

WBHF, 250w, 1450kc, MBS, KBS

D	5.00		10.00	20.00	30.00	50.00
N	5.00		10.00	20.00	30.00	50.00

CEDARTOWN, 9,470 pop.; Polk Co.; TV alloc.: Chan. 53.

WGAA, 250w, 1340kc, ABC, Dora-Clayton

D	3.50	5.25	9.00	17.60	30.00	55.00
N	3.50	5.25	9.00	17.60	30.00	55.00

WGAA-FM, Chan. 241, 96.1mc, 5.5kw, Dora-Clayton

D	3.50	5.25	9.00	17.60	30.00	55.00
N	3.50	5.25	9.00	17.60	30.00	55.00

COLUMBUS, 79,611 pop.; 22,200 homes; 83.2% radio; 18,470 radio homes; Muscogee Co.; TV alloc.: Chans. 4, 28, *34.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.00	24.00	36.00	60.00
N	11.00	11.00	17.33	34.67	52.00	86.67

WDAK, 250w, 1340kc, NBC, Headley-Reed

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WGBA, 1kw, 1460kc, ABC, MBS, Branham, Hooper

D	7.50	7.50	12.00	24.00	36.00	60.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WGBA-FM, Chan. 236, 95.1mc, 15.5kw, Branham, Bonus with purchase of WGBA, separate rates

D	1.88	1.88	3.00	6.00	9.00	15.00
N	2.25	2.25	4.00	8.00	12.00	20.00

WRBL, 5kw, 1420kc, CBS, Hollingbery, BMB, SAMS, Hooper, O'Connor

D	9.00	9.00	14.00	28.00	42.00	70.00
N	15.00	15.00	20.00	40.00	60.00	100.00

WRBL-FM, Chan. 227, 93.3mc, 46.2kw, Hollingbery (Bonus at station option, available separately, rates on request)

CORDELE, 9,462 pop.; Crisp Co.; TV alloc.: Chan. 43.

WMJM, 250w, 1490kc, MBS

D	3.00	3.00	15.00	20.00	35.00	50.00
N	3.00	3.00	15.00	20.00	35.00	50.00

COVINGTON, 5,192 pop.; Newton Co.

WMOC, 1kw, 1430kc

D	3.00	3.00	9.00	18.00	27.00	45.00
N	3.00	3.00	9.00	18.00	27.00	45.00

DALTON, 15,968 pop.; 4,491 homes; 93.1% radio; 4,181 radio homes; Whitfield Co.; TV alloc.: Chan. 25.

WBLJ, 250w, 1230kc, MBS

D	5.00	5.00	5.00	8.00	15.50	30.00
N	5.00	5.00	5.00	8.00	15.50	30.00

DAWSON, 4,411 pop.; Terrell Co.

WDWD, 1kw-D, 990kc, KBS

D	3.00		6.00	8.75	15.00	25.00

WDWD-FM, Chan. 266, 101.1mc, 11.64-kw, Bonus

DECATUR, 21,635 pop.; 6,356 homes; 92.8% radio; 5,898 radio homes; DeKalb Co.

2 AM non-affiliates, average 1-time rate

D	11.88	14.00	21.38	38.25	60.75	101.25
N	11.88	14.00	21.38	38.25	60.75	101.25

WEAS (Atlanta), 10kw, 1010kc, Forjoe

D	15.75	18.00	24.75	40.50	67.50	112.50
N	15.75	18.00	24.75	40.50	67.50	112.50

WGLS, 1kw-D, 970kc

D	8.00	10.00	18.00	36.00	54.00	90.00
N	8.00	10.00	18.00	36.00	54.00	90.00

DOUGLAS, 7,427 pop.; Coffee Co.; TV alloc.: Chan. 32.

WDMG, 1kw-D, 860kc

D	3.50	5.25	9.00	17.60	30.00	55.00

DUBLIN, 10,232 pop.; 3,066 homes; 77.6% radio; 2,379 radio homes; Laurens Co.; TV alloc.: Chan. 15.

WMLT, 250w, 1340kc, MBS, Continental, BMB

D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

EAST POINT, 21,080 pop.; 6,247 homes; 88.3% radio; 5,516 radio homes; Fulton Co.

WTJH, 5kw-D, 1260kc

D	4.25	5.95	8.50	17.00	30.60	51.00

ELBERTON, 6,772 pop.; Elbert Co.; TV alloc.: Chan. 16.

WSGC, 250w, 1400kc, MBS, KBS, Continental

D	1.75	1.75	4.00	8.00	14.00	20.00
N	1.75	1.75	4.00	8.00	14.00	20.00

FITZGERALD, 8,130 pop; Ben Hill Co.; TV alloc.: Chan. 23.

WBHB, 250w, 1240kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

FORT VALLEY, 6,820 pop.; Peach Co.; TV alloc.: Chan. 18.

WFPM, 1kw-D, 1150kc, KBS

D	3.50	5.25	9.00	17.60	30.00	55.00

GAINESVILLE, 11,936 pop.; 3,364 homes; 85.2% radio; 2,866 radio homes; Hall Co.; TV alloc.: Chan. 52.

WDUN, 250w, 1400kc

D	3.50	3.50	7.50	12.00	18.00	30.00
N	5.00	5.00	8.00	16.00	24.00	40.00

WDUN-FM, Chan. 280, 103.9mc, 0.3kw, Bonus

WGGA, 250w, 1240kc, MBS, Hooper

D	3.50	3.50	6.80	13.60	20.40	34.00
N	5.00	5.00	10.00	20.00	30.00	50.00

(Continued on page 54)

RELAX!

Choose your own cloud and RELAX. As you can see things are humming at WGST and we can handle your sales problems for you. For 28 years now we've been selling the Atlanta Market on WGST-Advertised products. A complete know-how of local programming, intensive merchandising support and top ABC shows puts this booming area in your hip pocket. So, take it easy and tell us what you want sold.

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5,000 WATTS 920 KC
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS

GEORGIA

SPOT RATE FINDER

(Continued from page 53)

GRIFFIN, 13,982 pop.; 4,037 homes; 83.8% radio; 3,383 radio homes; Spalding Co.; TV alloc.: Chan. 39.

WKEU, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D		6.00	12.00	21.00	37.80	68.10
N		6.00	12.00	21.00	37.80	68.10

HARTWELL, 2,964 pop.; Hart Co.

WKLY, 1kw-D, 980kc, Continental

D	5.00	5.00	10.00	20.00	30.00	50.00

JESUP, 4,605 pop.; Wayne Co.

WBGR, 1kw-D, 1370kc

D	3.50	5.25	9.00	10.00	30.00	55.00

LAGRANGE, 25,025 pop.; 6,708 homes; 80.6% radio; 5,407 radio homes; Troup Co.; TV alloc.: Chan. 50.

WLAG, 250w, 1240kc, MBS, Conlan, Indie Sales

D	4.00	6.00	10.00	20.00	36.00	60.00
N	4.00	6.00	10.00	20.00	36.00	60.00

WLAG-FM, Chan. 238, 104.1mc, 5kw

D	2.00	3.00	5.00	10.00	18.00	30.00
N	2.00	3.00	5.00	10.00	18.00	30.00

MACON, 70,252 pop.; 20,669 homes; 78.6% radio; 16,246 radio homes; Bibb Co.; TV alloc.: Chans. 13, *41, 47.

3 AM affiliates, average 1-time rates

D	7.33	8.16	15.00	26.67	40.00	66.67
N	10.83	12.17	22.83	40.67	61.00	101.67

WBML, 250w, 1240kc, ABC

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WBML-FM, Chan. 264, 100.7mc, 15kw, Bonus

WIBB, 1kw-D, 1280kc, Walker, Dora-Clayton

D	6.60	6.60	11.00	22.00	33.00	55.00

WMAZ, 10kw, 940kc, CBS, Katz, BMB, Hooper

D	11.00	13.50	25.00	40.00	60.00	100.00
N	16.00	20.00	37.50	60.00	90.00	150.00

WMAZ-FM, Chan. 256, 99.1mc, 44kw, Katz, Bonus

WNEX, 250w, 1400kc, ABC, MBS, Branham

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WNEX-FM, Chan. 245, 96.9mc, 41kw, Branham, Bonus

MARIETTA, 20,687 pop.; 5,792 homes; 87.8% radio; 5,085 radio homes; Cobb Co.; TV alloc.: Chan. 57.

WFOM, 250w, 1230kc

D	3.00		8.00	15.00	30.00	60.00
N	3.00		8.00	15.00	30.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MILLEDGEVILLE, 8,835 pop.; Baldwin Co.; TV alloc.: Chan. 51.

WMVG, 250w, 1450kc, MBS, Griffith

	SB	1M	5M	15M	30M	1 Hr
D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

MOULTRIE, 11,639 pop.; 3,320 homes; 80.6% radio; 2,676 radio homes; Baldwin Co.; TV alloc.: Chan. 48.

WMGA, 250w, 1400kc, Clark

D	2.40	3.20	4.80	9.60	14.40	24.00
N	2.40	3.20	4.80	9.60	14.40	24.00

NEWNAN, 8,218 pop.; Coweta Co.; TV alloc.: Chan. 61.

WCOH, 250w, 1400kc, MBS, Hunter

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

ROME, 29,615 pop.; 8,794 homes; 86.7% radio; 7,624 radio homes; Floyd Co.; TV alloc.: Chans. 9, 59.

2 AM affiliates, average 1-time rates

D	4.50	5.25	10.50	21.00	33.00	55.00
N	6.25	6.75	13.50	27.00	40.50	67.50

WLAQ, 1kw, 1410kc, ABC, KBS

D	3.00	4.50	9.00	18.00	30.00	50.00
N	5.00	6.00	12.00	24.00	36.00	60.00

WRGA, 5kw, 1470kc, MBS, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WRGA-FM, Chan. 293, 106.5mc, 1.4kw, Bonus

WROM, 1kw-D, 710kc, Dora-Clayton

D	4.50	4.50	9.00	17.60	30.00	55.00

SAVANNAH, 119,638 pop.; 34,820 homes; 83.2% radio; 28,970 radio homes; Chatham Co.; TV alloc.: Chans. 3, *9, 11.

4 AM affiliates, average 1-time rates

D	7.25	9.00	15.37	27.75	43.00	73.25
N	10.75	13.37	23.00	41.00	63.25	106.25

2 AM non-affiliates, average 1-time rates

D	5.07	6.97	10.87	20.75	36.95	62.25

WCCP, 250w, 1450kc, MBS, Walker

D	5.50	5.50	10.00	18.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	70.00

WDAR, 250w, 1400kc, ABC, Pearson, Hooper

D	4.50	6.00	10.00	18.00	30.00	55.00
N	6.00	8.50	15.00	27.00	45.00	75.00

WFRP, 250w, 1230kc, Clark

D	3.75	5.00	9.00	16.00	28.00	48.00
N	5.00	6.00	12.00	21.60	38.00	60.00

WJIV, 1kw-D, 900kc, Forjoe

D	6.40	8.95	12.75	25.50	45.90	76.50

WSAV, 5kw, 630kc, NBC, Blair, BMB, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	9.50	12.00	20.00	37.50	56.00	94.00
N	14.50	18.00	30.00	56.00	84.00	140.00

WSAV-FM, Chan. 262, 100.3mc, 15.5kw, Blair, Bonus

WTOC, 5kw, 1290kc, CBS, Katz

D	9.50	12.50	21.50	37.50	56.00	94.00
N	14.50	19.00	32.00	56.00	84.00	140.00

WTOC-FM, Chan. 247, 97.3mc, 5kw, Katz, Bonus

STATESBORO, 6,096 pop.; Bulloch Co.; TV alloc.: Chan. 22.

WWNS, 250w, 1490kc, MBS

D	2.50	2.50	5.50	11.00	18.00	30.00
N	2.50	2.50	5.50	11.00	18.00	30.00

SUMMERVILLE, 3,973 pop.; Chattooga Co.

WGTA, 1kw-D, 950kc, O'Connor

D	2.20	3.75	6.50	11.95	18.35	34.00

SWAINSBORO, 4,300 pop.; Emanuel Co.; TV alloc.: Chan. 20.

WJAT, 1kw-D, 800kc

D	3.50	5.25	9.00	17.60	30.00	55.00

WJAT-FM, Chan. 269, 101.7mc, 0.97kw D Bonus

N	1.75	2.25	3.40	6.75	11.55	22.50

THOMASTON, 6,580 pop.; Upson Co.

WSFT, 250w-D, 1220kc, MBS

D	4.00	4.00	7.00	12.00	17.50	25.00

THOMASVILLE, 14,424 pop.; 4,220 homes; 79.0% radio; 3,334 radio homes; Thomas Co.; TV alloc.: Chans. 6, 27.

2 AM non-affiliates, average 1-time rates

D	3.50	5.25	9.00	18 80	33.75	57.50

WKTG, 1kw-D, 730kc, Clark

D	3.50	5.25	9.00	17.60	30.00	55.00

WPAX, 250w, 1240kc

D				20.00	37.50	60.00
N				20.00	37.50	60.00

THOMSON, 3,489 pop.; McDuffie Co.

WTWA, 250w, 1240kc, MBS

D	.50	2.60	5.98	11.96	20.93	29.90
N	.50	2.60	5.98	11.96	20.93	29.90

TIFTON, 6,831 pop.; Tift Co.; TV alloc.: Chan. 14.

WWGS, 250w, 1340kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.00	7.50	12.00	18.00	30.00
N	4.00	4.60	10.00	16.00	24.00	40.00

TOCCOA, 6,781 pop.; Stephens Co.; TV alloc.: Chan. 35.

WLET, 1kw, 1420kc, MBS, Clark

D	3.00	3.00	8.00	16.00	24.00	40.00
N	3.00	3.00	8.00	16.00	24.00	40.00

WLET-FM, Chan. 291, 106.1mc, 7.3kw, Clark, Bonus with AM during operating hours.

VALDOSTA, 20,046 pop.; 5,552 homes; 78.0% radio; 4,331 radio homes; Lowndes Co.; TV alloc.: Chan. 37.

WGAF, 5kw, 910kc

D	8.00	12.00	18.00	32.00	50.00	80.00
N	8.00	12.00	18.00	32.00	50.00	80.00

WGOV, 5kw-D, 1kw-N, 950kc, MBS, Forjoe

D	8.00	12.00	18.00	32.00	50.00	80.00
N	8.00	12.00	18.00	32.00	50.00	80.00

WGOV-FM, Chan. 223, 92.5mc, 7kw

D	4.00	6.00	10.00	16.00	28.00	50.00
N	4.00	6.00	10.00	16.00	28.00	50.00

VIDALIA, 5,819 pop.; Toombs Co.; TV alloc.: Chan. 26.

WVOP, 250w, 1450kc, KBS, MBS

D	3.10		8.50	13.50	25.00	30.00
N	3.10		8.50	13.50	25.00	30.00

WAYCROSS, 18,899 pop.; Ware Co.; TV alloc.: Chan. 16.

WACL, 1kw-D, 570kc

D	8.95	12.75	25.50	45.90	76.50	

WAYX, 250w, 1230kc, MBS, KBS, Holman

D		10.00	25.00	35.00	60.00	
N		10.00	25.00	35.00	60.00	

WEST POINT, 4,076 pop.; Troup Co.

WRLD (Lanett, Ala.), 250w, 1490kc, ABC, KBS, McGillvra

D	3.00		10.00	16.00	28.80	40.00
N	3.00		10.00	16.00	28.00	40.00

WRLD-FM, Chan. 275, 102.9mc, 10.2kw, Bonus

MARKET INDICATORS FOR GEORGIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,444,578	'50	3,123,723	'40
Urban Population	1,559,447	'50	(1) 1,073,808	'40
Rural Population	1,885,131	'50	(1) 2,049,915	'40
Total Homes	889,716	'50	752,241	'40
Percentage Radio	83.4%	'50	52.5%	'40
Radio Homes	748,331	'50	381,668	'40
Retail Sales	$2,506,987,000	'51	$2,086,256,000	'48
Automobiles	969,167	'51	897,518	'50
Telephones	627,000	'52	316,900	'45
New Construction	$ 529,300,000	'51	$ 159,200,000	'40
Internal Revenue Collections	$ 497,030,397	'51	$ 392,518,088	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

WTWA THOMSON, GEORGIA WTWA

Ed Kobak invites you to buy time and programs on WTWA — Thomson, Georgia (McDuffie County). He knows from experience that you'll get results and satisfaction and that you'll continue advertising year after year as many others are doing.

1. **WTWA** has subscribed to Nielsen Coverage Service (NCS). Data will be available in the Fall of 1952. If you wish a copy write to our New York Office.

2. **WTWA** has developed a strong local programming structure — local public service — home town news — a strong factor in its community.

3. **WTWA** carries high percentage of available local advertisers.

4. **WTWA** invites national and regional advertisers to cash-in on its local sales ability.

5. **WTWA** subscribes to NARTB Standards of Practice and lives up to those standards in every way. WTWA does not take P.I. deals.

6. **WTWA** sells on its printed rate card only—no deals tolerated.

7. **WTWA** offers small market test service.

8. **WTWA** sells for local advertisers who keep renewing. They see results daily. WTWA can sell for you.

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KEYSTONE

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New York Office—341 Park Ave.—Edgar Kobak

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ATLANTA
WAGA
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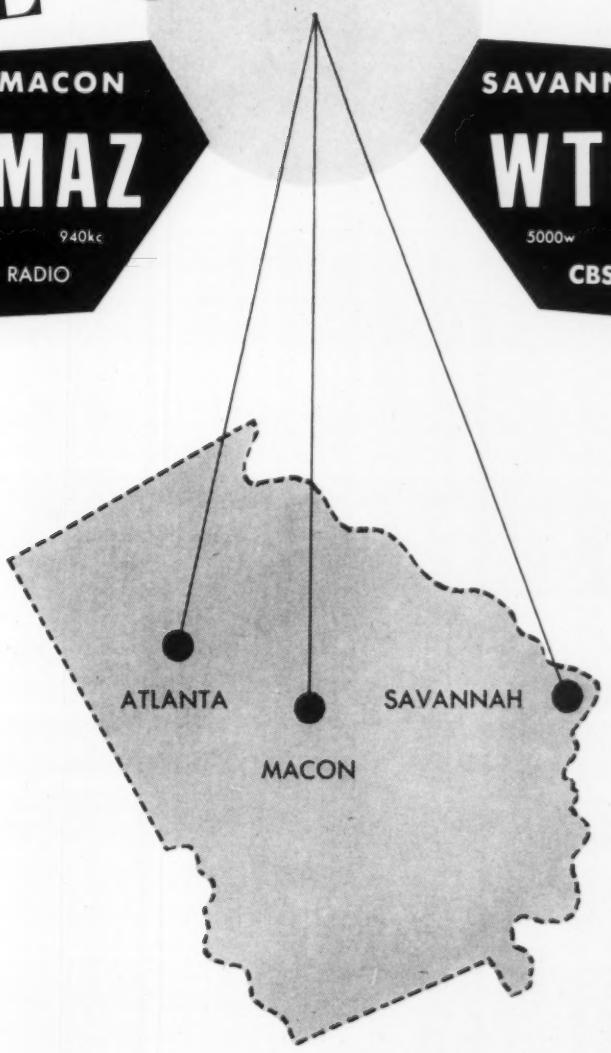
CBS RADIO

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

MACON
WMAZ
10,000w 940kc
CBS RADIO

SAVANNAH
WTOC
5000w 1290kc
CBS RADIO



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THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

GEORGIA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Appling	14,003	14,497	—3.4	3,409	10,594	3,229	2,515	77.9	1,165	4,840	$ 3,007,339	1,729	*	*
Atkinson	7,362	7,093	3.8		7,362	1,760	1,454	82.6	650	1,870	1,573,048	895	*	*
Bacon	8,940	8,096	10.4	2,538	6,352	2,135	1,039	77.1	392	872	2,400,861	783	*	*
Baker	5,952	7,344	—19.0		5,952	1,347	1,759	82.4	769	4,589	2,316,493	1,409	*	*
Baldwin	29,706	24,190	22.8	23,609	6,097	4,592	3,701	80.6	1,957	11,204	1,410,988	2,446	*	*
Banks	6,935	8,733	—20.6		6,935	1,686	1,389	82.4	791	623	940,205	1,177	76	11,000
Barrow	13,115	13,064	0.4	4,604	8,511	3,595	3,228	89.8	1,819	7,855	2,253,337	2,890	2,140	708,000
Bartow	27,370	25,283	8.3	7,270	20,100	6,862	5,908	86.1	3,268	17,508	2,653,426	6,375	2,699	1,303,000
Ben Hill	14,879	14,523	2.5	8,130	6,749	3,960	3,219	81.3	1,876	12,927	2,138,183	3,173	*	*
Berrien	13,966	15,370	—9.1	3,414	10,552	3,385	2,755	81.4	1,348	6,057	4,844,633	2,298	*	*
Bibb	114,079	83,763	36.2	93,499	20,580	31,941	25,936	81.3	13,065	104,450	2,137,124	26,866	10,213	5,473,000
Bleckley	9,218	9,655	—4.5	3,357	5,861	2,335	1,905	81.6	868	4,366	1,988,309	1,603	*	*
Brantley	6,387	6,871	—7.0		6,387	1,492	1,170	78.4	402	1,397	1,166,892	683	157	60,000
Brooks	18,169	20,497	—11.4	4,769	13,400	4,295	3,311	77.1	1,582	7,177	4,692,385	2,649	586	222,000
Bryan	5,965	6,288	—5.1		5,965	1,428	1,120	78.4	374	2,548	914,692	957	*	*
Bulloch	24,740	26,010	—4.9	6,097	18,643	6,000	4,758	79.3	2,347	14,811	7,546,609	3,476	327	132,000
Burke	23,453	26,520	—11.5	4,461	18,997	5,946	4,406	74.1	1,556	7,815	4,388,596	3,045	924	345,000
Butts	9,079	9,182	—1.1		9,079	2,322	1,964	84.6	996	4,050	1,123,894	1,940	*	*
Calhoun	8,578	10,433	—17.8		8,578	2,294	1,773	77.5	608	2,394	3,137,206	976	*	*
Camden	7,322	5,910	23.9		7,322	1,876	1,503	80.4	458	4,379	445,200	1,525	716	443,000
Candler	8,063	9,103	—11.4		8,063	2,003	1,639	81.6	827	4,805	2,439,851	1,306	*	*
Carroll	34,112	34,156	—0.1	7,753	26,359	9,079	7,735	85.2	4,179	17,583	2,987,809	7,158	2,682	1,011
Catoosa	15,146	12,199	24.2	2,248	12,898	3,923	3,558	90.7	1,784	3,826	1,545,637	2,932	*	*
Charlton	4,821	5,256	—8.3		4,821	1,157	934	80.7	408	2,633	470,334	1,375	146	39,000
Chatham	151,481	117,970	28.4	128,196	23,285	43,050	36,162	84.0	20,172	139,440	1,852,022	33,328	12,080	7,913,000
Chattahoochee	12,149	15,138	—19.7		12,149	1,217	1,005	82.6	149	210	80,948	7,020	12	3,000
Chattooga	21,197	18,532	14.4	7,001	14,196	5,417	4,843	89.4	2,550	11,035	1,310,698	4,570	*	*
Cherokee	20,750	20,126	3.1	2,716	18,034	5,349	4,541	84.9	2,415	12,516	12,177,921	4,565	*	*
Clarke	36,550	28,398	28.7	28,180	8,370	9,476	8,055	85.0	4,757	39,211	1,081,558	8,756	*	*
Clay	5,844	7,064	—17.3		5,844	1,462	1,139	77.9	455	2,699	2,113,066	274	*	*
Clayton	22,872	11,655	96.2	6,387	16,485	5,834	5,081	87.1	1,547	5,054	994,155	6,406	*	*
Clinch	6,007	6,437	—6.7		6,007	1,542	1,277	82.8	613	2,287	614,142	916	*	*
Cobb	61,830	38,272	61.6	23,818	38,012	16,534	14,814	89.6	5,994	41,838	1,784,915	17,072	3,680	1,749,000
Coffee	23,961	21,541	11.2	7,428	16,533	5,628	4,384	77.9	1,759	15,218	5,534,306	3,902	*	*
Colquitt	33,999	33,012	3.0	11,639	22,360	8,536	6,778	79.4	3,232	22,641	8,402,386	7,003	1,705	888,000
Columbia	9,525	9,433	1.0		9,525	2,279	1,855	81.4	787	1,792	1,050,222	1,999	494	146,000
Cook	12,201	11,919	2.4	2,776	9,425	3,062	2,538	82.9	1,170	5,422	3,687,465	2,254	*	*
Cowetta	27,786	26,972	3.0	8,218	19,568	7,314	6,012	82.2	3,065	16,569	1,920,692	5,784	3,798	1,623,000
Crawford	6,080	7,123	—14.7		6,080	1,430	1,128	78.9	436	1,600	882,708	969	290	68,000
Crisp	17,663	17,540	0.7	9,462	8,201	4,674	3,491	74.7	1,714	14,712	3,786,967	3,191	*	*
Dade	7,364	5,894	24.9		7,364	1,731	1,473	85.1	566	1,945	417,338	1,582	*	*
Dawson	3,712	4,479	—17.1		3,712	913	732	80.2	394	564	1,463,559	708	*	*
Decatur	23,620	22,234	6.2	7,562	16,058	6,078	4,607	75.8	1,652	11,399	4,910,160	3,963	1,450	617,000
Dekalb	136,395	86,942	56.9	97,077	39,318	38,415	35,880	93.4	17,981	63,468	1,809,371	42,794	2,432	1,456,000
Dodge	17,865	21,022	—15.0	3,597	14,268	4,443	3,430	77.2	1,578	7,315	3,584,841	2,958	434	231,000
Dooly	14,159	16,886	—16.1		14,159	3,474	2,762	79.5	1,241	5,265	4,489,573	2,047	*	*
Dougherty	43,617	28,565	52.7	31,155	12,462	11,811	9,354	79.2	3,623	45,398	2,136,570	10,439	3,106	1,545,000
Douglas	12,173	10,053	21.1	3,400	8,773	3,100	2,527	81.5	1,100	5,496	567,058	2,649	827	342,000
Early	17,413	18,679	—6.8	3,234	14,179	4,216	3,213	76.2	1,264	7,752	6,638,403	2,156	*	*
Echols	2,494	2,964	—15.9		2,494	620	500	80.7	216	294	544,963	285	*	*
Effingham	9,133	9,646	—5.3		9,133	2,259	1,837	81.3	762	2,959	1,119,594	1,545	*	*
Elbert	18,585	19,618	—5.3	6,772	11,813	4,873	3,942	80.9	2,146	9,694	1,622,641	4,286	*	*
Emanuel	19,789	23,517	—15.9	4,300	15,489	4,996	3,982	79.7	2,157	10,031	4,095,879	3,168	668	212,000
Evans	6,653	7,401	—10.1		6,653	1,732	1,413	81.6	659	4,384	1,568,319	1,478	*	*
Fannin	15,192	14,752	3.0		15,752	3,628	3,113	85.8	1,588	6,001	447,598	2,744	*	*
Fayette	7,978	8,170	—2.4		7,978	1,914	1,531	80.0	633	2,852	1,642,173	1,499	*	*
Floyd	62,899	56,141	12.0	32,849	30,050	16,467	14,656	89.0	9,424	53,256	2,265,334	14,394	8,704	4,882,000
Forsyth	11,005	11,322	—2.8		11,005	2,796	2,315	82.8	1,168	6,891	5,428,982	2,136	*	*
Franklin	14,446	15,612	—7.5		14,446	3,708	3,126	84.3	1,649	7,460	2,321,203	2,739	*	*
Fulton	473,572	392,886	20.5	407,576	66,496	130,830	115,523	88.3	75,216	694,644	3,492,750	134,086	48,473	31,064,000
Gilmer	9,963	9,001	10.7		9,963	2,389	1,947	81.5	736	4,050	674,554	1,233	*	*
Glascock	3,579	4,547	—21.3		3,579	882	734	83.2	471	672	790,246	626	*	*
Glynn	29,046	21,920	32.5	22,114	6,932	7,990	6,656	83.3	3,400	26,305	410,573	7,006	2,405	1,530,000
Gordon	18,922	18,445	2.6	3,231	15,691	4,857	4,298	88.5	2,715	8,640	2,536,000	4,008	1,732	645,000
Grady	18,928	19,654	—3.7	5,577	13,351	4,718	3,727	79.0	1,836	8,664	5,464,543	3,157	552	200,000
Greene	12,843	13,709	—6.3	2,688	10,155	3,200	2,621	81.9	1,195	6,383	1,293,832	2,187	*	*
Gwinnett	32,320	29,087	11.1	6,744	25,576	8,359	7,063	84.5	3,504	15,340	2,705,044	7,272	1,532	668,000
Habersham	16,553	14,771	12.1		16,553	4,250	3,676	86.5	1,822	9,213	1,215,347	3,881	*	*
Hall	40,113	34,822	15.2	11,936	28,177	10,494	9,035	86.1	4,845	40,048	6,939,635	8,859	5,197	2,508,000
Hancock	11,052	12,764	—13.4		11,052	2,424	1,866	77.0	644	4,763	1,486,692	1,435	*	*
Haralson	14,663	14,377	2.0	2,826	11,837	3,842	3,316	86.3	1,791	7,611	1,213,666	2,730	2,412	1,168,000
Harris	11,265	11,428	—1.4		11,265	2,735	2,215	81.0	748	2,827	1,388,812	1,844	488	90,000
Hart	14,495	15,512	—6.6	2,964	11,531	3,627	3,068	84.6	1,702	4,696	2,706,035	3,373	*	*
Heard	6,975	8,610	—19.0		6,975	1,705	1,332	78.1	582	1,421	720,783	1,098	175	36,000
Henry	15,857	15,119	4.9		15,857	3,843	3,167	82.4	1,358	5,572	2,432,548	3,326	*	*
Houston	20,964	11,303	85.5	11,835	9,129	5,178	4,127	79.7	799	8,361	3,125,027	4,434	*	*
Irwin	11,973	12,936	—7.4	2,697	9,276	2,744	2,212	80.6	1,008	3,609	5,055,886	1,720	*	*
Jackson	18,997	20,089	—5.4	3,351	15,646	4,829	4,018	83.2	2,214	9,458	3,531,421	3,940	2,131	867,000
Jasper	7,473	8,772	—14.8		7,473	1,939	1,605	82.8	705	3,418	1,908,841	1,210	*	*
Jeff Davis	9,299	8,841	5.2	2,687	6,612	2,168	1,773	81.8	796	3,147	2,511,943	1,543	*	*
Jefferson	18,855	20,040	—5.9		18,855	4,585	3,760	82.0	1,735	8,087	3,341,533	3,094	955	261,000
Jenkins	10,264	11,843	—13.3	3,449	6,815	2,566	1,917	74.7	806	4,278	2,439,530	1,387	497	137,000
Johnson	9,893	12,953	—23.6		9,893	2,505	1,964	78.4	885	3,123	2,273,608	1,598	*	*
Jones	7,538	8,331	—9.5		7,538	1,835	1,501	81.8	597	1,295	936,933	1,213	183	53,000
Lamar	10,242	10,091	1.5	4,185	6,057	2,619	2,132	81.4	1,216	4,578	918,738	2,118	*	*
Lanier	5,151	5,632	—8.5		5,151	1,269	1,034	81.5	462	1,959	1,489,737	924	*	*
Laurens	33,123	33,606	—1.4	10,232	22,891	8,314	6,518	78.4	2,948	18,414	5,848,520	5,714	1,105	515,000
Lee	6,674	7,837	—14.8		6,674	1,591	1,195	75.1	375	1,008	2,800,076	817	*	*
Liberty	8,444	8,595	—1.8		8,444	2,068	1,630	78.8	490	4,546	405,177	2,422	*	*
Lincoln	6,462	7,042	—8.2		6,462	1,476	1,187	80.4	467	3,002	568,506	1,262	*	*
Long	3,598	4,086	—11.9		3,598	882	692	78.5	216	1,250	304,739	568	*	*
Lowndes	35,211	31,860	10.5	20,046	15,165	9,182	7,263	79.1	3,483	27,798	4,216,593	7,431	2,402	$1,006,000
Lumpkin	6,574	6,223	5.6	6,574		1,487	1,194	80.3	540	2,075	1,953,769	966	*	*
McDuffie	11,443	10,878	5.2	3,489	7,954	2,937	2,320	79.0	1,000	5,713	1,244,537	2,237	*	*
McIntosh	6,008	5,292	13.5		6,008	1,581	1,266	80.1	405	2,092	83,652	2,536	*	*
Macon	14,213	15,947	—10.9	2,921	11,292	3,446	2,774	80.5	1,194	6,486	3,201,559	865	340	81,000
Madison	12,238	13,431	—8.9		12,238	3,040	2,529	83.2	1,344	2,484	2,248,208	2,512	163	42,000
Marion	6,521	6,954	—6.2	6,521		1,464	1,139	77.8	430	1,876	957,883	841	*	*
Meriwether	21,055	22,055	—4.5	3,984	17,071	5,149	4,171	81.0	1,849	7,905	3,077,031	3,215	1,152	718,000
Miller	9,023	9,998	—9.8		9,023	2,264	1,784	78.8	649	3,283	3,575,700	1,188	*	*
Mitchell	22,528	23,261	—3.2	8,110	14,418	5,273	3,960	75.1	1,610	11,280	6,818,587	3,507	995	391,000
Monroe	10,523	10,749	—2.1	3,125	7,398	2,563	2,099	81.5	891	4,987	1,654,509	2,055	2,013	971,000
Montgomery	7,901	9,668	—18.3		7,901	1,816	1,436	79.1	583	1,743	1,701,928	1,079	*	*
Morgan	11,899	12,713	—6.4		11,899	2,972	2,398	80.7	1,082	5,659	3,467,609	1,924	*	*
Murray	10,676	11,137	—4.1		10,676	2,550	2,203	86.4	1,290	2,824	1,329,902	1,730	*	*
Muscogee	118,028	75,494	56.3	95,180	22,848	30,492	25,827	84.7	12,073	122,192	697,803	27,592	17,298	8,822,000
Newton	20,185	18,576	8.7	8,399	11,786	5,247	4,481	85.4	2,584	12,529	2,009,690	3,760	*	*
Oconee	7,009	7,576	—7.5		7,009	1,740	1,418	81.5	716	1,052	1,723,765	1,375	*	*
Oglethorpe	9,958	12,430	—19.9		9,958	2,345	1,888	80.5	960	2,015	1,897,895	1,682	*	*
Paulding	11,752	12,832	—8.4		11,752	2,974	2,486	83.6	1,282	3,117	927,293	2,000	221	70,000
Peach	11,705	10,378	12.8	6,820	4,885	2,983	2,160	72.4	1,054	7,810	2,078,009	2,094	*	*
Pickens	8,855	9,136	—3.1		8,855	2,232	1,931	86.5	1,092	5,157	1,260,693	1,645	*	*
Pierce	11,112	11,800	—5.8		11,112	2,595	2,094	81.0	890	4,611	3,083,990	1,574	302	77,000
Pike	8,459	10,375	—18.5		8,459	2,055	1,673	81.4	923	1,649	1,921,541	1,360	*	*
Polk	30,976	28,467	8.8	13,291	17,685	7,880	6,927	87.9	4,162	19,073	1,567,035	6,573	5,105	2,576,000
Pulaski	8,808	9,829	—10.4	3,342	5,466	2,243	1,691	75.4	808	5,672	2,295,145	1,480	*	*
Putnam	7,731	8,514	—9.2	2,749	4,982	1,907	1,554	81.5	693	4,173	1,719,086	1,212	*	*
Quitman	3,015	3,435	—12.2		3,015	671	497	74.1	152	489	658,287	428	*	*

*Figures for this county not available except in combination with other counties.

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

(Continued on page 58)

waga

FIRST IN ATLANTA
In Out-of-Home Listening*

Pulse studies show out-of-home listening adds a 14.6% bonus in Atlanta.

Of the 18 Saturday and Sunday evening programs most listened to outside the home—

WAGA had 9 FIRSTS
Station "A" had 5 FIRSTS
Station "B" had 3 FIRSTS
Station "C" had 1 FIRST

Of the 7 Monday-through-Friday daytime programs most listened to outside the home—

WAGA had 7 FIRSTS

The station that gives you more listeners per dollar than any other Atlanta station also gives you a bigger bonus in out-of-home listeners!

*According to the Pulse of Atlanta surveys of out-of-home listening, January and April 1952.

waga is CBS
IN ATLANTA, GA.
590 on the dial

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
TOM HARKER, National Sales Mgr. • 488 Madison Ave., New York 22

STORER BROADCASTING COMPANY

GEORGIA MARKET DATA BY COUNTIES

(Continued from page 56)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Payrolls 1st Qtr.
Rabun	7,424	7,821	—5.1		7,424	1,825	1,506	82.5	690	3,743	334,318	1,335	*	*
Randolph	13,804	16,609	—16.9	4,025	9,779	3,441	2,595	75.4	1,161	6,763	3,685,374	1,891	*	*
Richmond	108,876	81,863	33.0	84,074	24,802	28,376	23,297	82.1	12,539	113,373	1,448,258	29,331	9,385	5,030,000
Rockdale	8,464	7,724	9.6		8,464	2,093	1,771	84.6	916	4,082	582,782	1,966	*	*
Schley	4,036	5,033	—19.8		4,036	952	600	63.0	395	1,288	1,060,815	621	*	*
Screven	18,000	20,353	—11.6	2,939	15,061	4,343	3,283	75.6	1,251	5,545	3,276,629	2,341	551	191,000
Seminole	7,904	8,492	—6.9	2,569	5,335	1,907	1,522	79.8	596	4,735	3,193,629	1,504	*	*
Spalding	31,045	28,427	9.2	18,247	12,798	8,459	7,309	86.4	4,463	25,794	1,530,419	7,113	6,426	3,022,000
Stephens	16,647	12,972	28.3	6,781	9,866	4,298	3,610	84.0	1,722	10,863	621,506	4,068	*	*
Stewart	9,194	10,603	—13.3		9,194	2,159	1,688	78.2	616	3,563	1,679,492	1,141	*	*
Sumter	24,203	24,502	—1.2	11,389	12,819	6,409	4,864	75.9	2,215	17,221	5,051,732	4,210	1,283	390,000
Talbot	7,687	8,141	—5.6	52	7,635	1,786	1,375	77.0	416	1,805	674,262	981	*	*
Taliaferro	4,515	6,278	—28.1		4,515	1,098	862	78.5	387	1,155	546,268	669	*	*
Tattnall	15,939	16,243	—1.9		15,939	3,695	3,048	82.5	1,379	6,171	4,032,564	2,535	*	*
Taylor	9,113	10,768	—15.4		9,113	2,265	1,821	80.4	858	3,707	2,050,227	1,438	*	*
Telfair	13,221	15,145	—12.7		13,221	3,299	2,669	80.9	1,213	6,705	2,363,981	2,188	*	*
Terrell	14,314	16,675	—14.2	4,411	9,903	3,647	2,688	73.7	1,037	7,368	3,957,645	2,048	*	*
Thomas	33,932	31,289	8.4	14,424	19,508	8,935	7,166	80.2	3,650	22,655	4,468,655	6,582	2,368	981,000
Tift	22,645	18,599	21.8	9,601	13,044	5,786	4,623	79.9	2,005	17,819	6,280,766	4,554	1,156	491,000
Toombs	17,382	16,952	2.5	8,618	8,764	4,300	3,406	79.2	1,469	14,891	3,147,005	3,977	*	*
Towns	4,803	4,925	—2.5		4,803	1,132	941	83.1	462	1,053	512,190	1,053	*	*
Treutlen	6,522	7,632	—14.5		6,522	1,586	1,251	78.9	504	2,234	1,533,131	1,552	*	*
Troup	49,841	43,879	13.6	32,870	16,971	13,075	10,460	80.0	5,427	45,077	933,799	9,763	10,000	5,100,000
Turner	10,479	10,846	—3.4	2,918	7,561	2,640	2,157	81.7	936	5,028	3,949,775	1,662	*	*
Twiggs	8,308	9,117	—8.9		8,308	1,895	1,444	76.2	431	1,278	977,778	1,149	*	*
Union	7,318	7,680	—4.7		7,318	1,788	1,404	78.5	546	1,913	741,796	758	*	*
Upson	25,078	25,064	0.1	13,049	12,029	6,482	5,451	84.1	3,311	17,040	1,124,548	5,543	5,613	3,479,000
Walker	38,198	31,024	23.1	12,538	25,660	10,082	9,084	90.1	4,826	18,778	2,046,688	11,205	*	*
Walton	20,230	20,777	—2.6	4,542	15,688	5,075	4,299	84.7	2,559	11,494	3,776,124	4,130	1,947	844,000
Ware	30,289	27,929	8.4	18,899	11,390	8,024	6,636	82.7	3,804	27,063	2,215,528	6,854	1,569	698,000
Warren	8,779	10,236	—14.2		8,779	2,116	1,786	84.4	683	3,198	1,656,264	1,418	*	*
Washington	21,012	24,230	—13.3	4,480	16,532	5,202	3,990	76.7	1,707	8,454	3,731,594	3,079	850	279,000
Wayne	14,248	13,122	8.6	4,605	9,643	3,457	2,745	79.4	1,138	8,140	2,299,405	2,347	834	336,000
Webster	4,081	4,726	—13.6		4,081	924	709	76.7	271	421	1,347,216	310	*	*
Wheeler	6,712	8,535	21.4		6,712	1,577	1,282	81.3	682	1,648	1,812,441	889	*	*
White	5,951	6,417	—7.3		5,951	1,445	1,176	81.4	559	1,603	1,454,562	1,042	*	*
Whitfield	34,432	26,105	31.9	15,968	18,464	9,054	8,230	90.9	4,320	23,854	2,212,084	7,700	*	*
Wilcox	10,167	12,755	—20.3		10,167	2,500	2,013	80.5	938	2,744	3,167,271	1,328	7,070	2,807,000
Wilkes	12,388	15,084	—17.9	3,802	8,586	3,103	2,315	74.6	1,110	6,807	1,731,456	2,112	*	*
Wilkinson	9,781	11,025	—11.3		9,781	2,547	2,076	81.5	904	3,218	893,158	1,607	*	*
Worth	19,357	21,374	—9.4	2,623	16,734	4,523	3,591	79.4	1,444	5,325	7,874,969	2,668	169	52,000

*** Figures for this county not available except in combination with other counties.**

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

IDAHO

SPOT RATE FINDER

BLACKFOOT, 5,180 pop.; Bingham Co.; TV alloc.: Chan. 33.

KBLI, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	2.70	4.20	9.00	12.30	22.50	
N	2.70	4.20	9.00	12.30	22.50	

BOISE, 34,293 pop.; 11,395 homes; 97.4% radio; 11,099 radio homes; Ada Co.; TV alloc.: Chans. *4, 7, 9.

RETAIL SALES
$279,143,000
PEOPLE
288,686
IN EASTERN OREGON AND WESTERN IDAHO
★
SELL YOUR SHARE
on
KGEM
BOISE
10,000 watts - 1140 kc.
"This is the most powerful radio station in Idaho"
★
REPRESENTED BY
George P. Hollingbery Co.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.83	7.00	10.67	21.33	32.00	53.33
N	13.00	13.33	21.33	42.67	64.00	106.67

KDSH, 5kw, 950kc, CBS, Free & Peters

D	6.00	7.50	10.00	20.00	30.00	50.00
N	12.00	15.00	20.00	40.00	60.00	100.00

KGEM, 10kw, 1140kc, ABC, Hollingbery

D	7.00	6.00	10.00	20.00	30.00	50.00
N	12.00	10.00	20.00	40.00	60.00	100.00

KIDO, 5kw, 630kc, NBC, Blair, Hooper, BMB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	15.00	15.00	24.00	48.00	72.00	120.00

BURLEY, 5,924 pop.; Cassia Co.; TV alloc.: Chan. 15.

KBIO, 250w, 1230kc, ABC, Cooke

D	4.00	4.00	6.00	8.00	12.00	20.00
N	6.00	6.00	9.00	12.00	18.00	30.00

CALDWELL, 10,487 pop.; 3,379 homes; 96.2% radio; 3,251 radio homes; Canyon Co.; TV alloc.: Chan. 2.

KCID, 250w, 1490kc

D	3.00	4.00	6.75	9.00	17.00	30.00
N	4.00	5.00	10.50	17.00	30.00	50.00

COEUR D'ALENE, 12,198 pop.; 4,025 homes; 97.0% radio; 3,904 radio homes; Kootenai Co.; TV alloc.: Chan. 12.

KVNI, 250w, 1240kc, MBS

D		6.00	10.00	16.00	24.00	40.00
N		9.00	15.90	24.00	36.00	60.00

EMMETT, 3,067 pop.; Gem Co.; TV alloc.: Chan. 26.

GOODING, 3,099 pop.; Gooding Co.; TV alloc.: Chan. 23.

IDAHO FALLS, 19,218 pop.; 5,575 homes; 96.3% radio; 5,369 radio homes; Bonneville Co.; TV alloc.: Chans. 3, 8.

2 AM affiliates, average 1-time rates

D	6.00	6.28	10.65	19.80	29.70	49.50
N	9.00	9.40	16.50	30.00	45.00	75.00

KID, 5kw-D, 1kw-N, 590kc, CBS, CBS Radio Spot Sales

D	6.00	7.50	13.50	24.00	36.00	60.00
N	9.00	11.00	21.00	36.00	54.00	90.00

KIFI, 250w, 1400kc, ABC, MBS, Avery-Knodel, Ward

D		5.07	7.80	15.60	23.40	39.00
N		7.80	12.00	24.00	36.00	60.00

JEROME, 4,523 pop.; Jerome Co.; TV alloc.: Chan. 17.

KELLOG, 4,913 pop.; Shoshone Co.; TV alloc.: Chan. 33.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

KLIX IS KLICKIN' OF MAGIC VALLEY

Twin Falls and Magic Valley, Idaho
1000 WATTS ON 1310
AMERICAN BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
AVERY-KNODEL, INC.
Frank C. McIntyre, V. P. and Gen. Mgr.

In the

FIRST Farm Market

In the

Intermountain WEST

LEWISTON, 12,985 pop.; 4,348 homes; 96.4% radio; 4,191 radio homes; Nez Perce Co.; TV alloc.: Chan. 3.
KRLC, 1kw, 1350kc, MBS, Weed, BMB, Crossley

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.20	8.52	13.80	20.70	34.00
N	8.00	9.60	12.00	19.20	28.80	48.00

MOSCOW, 10,593 pop.; 2,751 homes; 98.5% radio; 2,710 radio homes; Latah Co.; TV alloc.: Chan. *15.
KRPL, 250w, 1400kc, Biddick, BMB, Conlan

D	4.00	5.00	9.00	18.00	26.00	36.00
N	4.00	5.00	9.00	18.00	26.00	36.00

NAMPA, 16,185 pop.; 5,000 homes; 96.9% radio; 4,845 radio homes; Canyon Co.; TV alloc.: Chans. 6, 12.
KFXD, 5kw, 580kc, MBS, Avery-Knodel, Hooper

D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

PAYETTE, 4,032 pop.; Payette Co.; TV alloc.: Chan. 14.

POCATELLO, 26,131 pop.; 7,405 homes; 98.1% radio; 7,264 radio homes; Bannock, Power Cos.; TV alloc.: Chans. 6, 10.

3 AM affiliates, average 1-time rates

D	8.36	9.02	12.60	21.20	31.80	33.00
N	10.60	11.87	17.33	29.33	44.00	73.33

KJRL, 250w, 1250kc, CBS

D	10.00	12.00	18.00	24.00	36.00	60.00
N	12.00	16.00	24.00	32.00	48.00	80.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

KSEI, 5kw, 930kc, NBC, Walker, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

KSEI-FM, Chan. 243, 96.5mc, 1.8kw, Walker, Bonus
KWIK, 1kw, 1440kc, ABC, MBS, Avery-Knodel

D	5.07	5.07	7.80	15.60	23.40	39.00
N	7.80	7.80	12.00	24.00	36.00	60.00

PRESTON, 4,045 pop.; Franklin Co.; TV alloc.: Chan. 41.
KPST, 250w, 1340kc

D	2.40	3.60	6.00	12.00	18.00	30.00
N	4.00	6.00	10.00	20.00	30.00	50.00

REXBURG, 4,253 pop.; Madison Co.; TV alloc.: Chan. 27.
KRXX, 250w, 1230kc

D		3.90	5.30	10.90	16.20	27.00
N		5.30	6.80	13.30	21.00	34.00

KRXX-FM, Chan. 229, 93.7mc, 1230kc

D	3.25	3.90	5.30	10.90	16.20	27.00
N	4.25	5.30	6.80	13.30	21.00	34.00

RUPERT, 3,098 pop.; Minidoka Co.; TV alloc.: Chan. 21.
SANDPOINT, 4,265 pop.; Bonner Co.; TV alloc.: Chan. 9.
KSPT, 250w, 1400kc, KBS, Biddick

D		3.60	4.80	9.60	14.40	24.00
N		5.40	7.20	14.40	21.60	36.00

TWIN FALLS, 17,600 pop.; 5,615 homes; 96.9% radio; 5,441 radio homes; Twin Falls Co.; TV alloc.: Chans. 11, 13.

3 AM affiliates, average 1-time rates

D	5.16	6.02	9.10	17.20	26.47	45.50
N	7.60	8.60	12.67	24.50	38.00	63.33

KEEP, 250w, 1450kc, CBS, CBS Radio Spot Sales

* * *

MARKET INDICATORS FOR IDAHO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	588,637	'50	524,873	'40
Urban Population	252,549	'50	(1) 176,708	'40
Rural Population	336,088	'50	(1) 348,165	'40
Total Homes	169,274	'50	141,727	'40
Percentage Radio	97.3%	'50	86.4%	'40
Radio Homes	171,199	'50	118,824	'40
Retail Sales	$ 638,161,000	'51	$ 581,976,000	'48
Automobiles	281,372	'51	272,362	'50
Telephones	147,800	'52	83,200	'45
New Construction	$ 79,100,000	'47	$ 34,800,000	'40
Median Family Income	$ 2,685	'49		
Farm Income	$ 53,726,249	'50	$ 91,730,000	'40
Employed	205,993	'50	158,506	'40
Internal Revenue Collections	$ 91,247,761	'51	$ 71,828,836	'50

(1) Old urban definition of Census Bureau.
Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	7.50	12.00	20.00	37.50
N	6.00	7.00	10.00	17.50	30.00	50.00

KLIX, 1kw, 1310kc, ABC, MBS, Avery-Knodel, Crossley

D	5.07	5.07	7.80	15.60	23.40	39.00
N	7.80	7.80	12.00	24.00	36.00	60.00

KTFI, 5kw-D, 1kw-N, 1270kc, NBC, Weed, Conlan

D	6.40	8.00	12.00	24.00	36.00	60.00
N	9.00	11.00	16.00	32.00	48.00	80.00

KTFI-FM, Chan. 259, 99.3mc, 3kw, Weed, Bonus

* * *

WALLACE, 3,140 pop.; Shoshone Co.; TV alloc.: Chan. 27.
KWAL, 1kw, 620, MBS

	SB	1M	5M	15M	30M	1 Hr
D		3.00	3.50	10.00	15.00	25.00
N		4.00	4.50	15.00	25.00	35.00

WEISER, 3,961 pop.; Washington Co.; TV alloc.: Chan. 20.
KWEI, 250w, 1240kc, KBS

D	3.00	3.25	4.55	8.00	12.00	20.00
N	3.00	3.25	4.55	8.00	12.00	20.00

* * *

IDAHO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1949 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Ada	70,649	50,401	40.2	48,310	22,339	21,630	21,154	97.8	12,535	90,743	$10,433,430	26,444	$3,250	26,629
Adams	3,347	3,407	—1.8		3,347	1,010	974	96.4	685	2,264	2,367,348	957	3,013	1,153
Bannock	41,745	34,759	20.1	30,703	11,042	11,434	11,182	97.8	7,844	45,306	5,718,177	14,404	3,763	14,548
Bear Lake	6,834	7,911	—13.6	2,682	4,152	1,916	1,887	98.5	1,804	6,906	3,254,533	2,274	2,659	2,147
Benewah	6,173	7,332	—15.8		6,173	1,935	1,881	97.2	1,693	5,313	1,539,524	1,927	2,872	2,101
Bingham	23,271	21,044	10.6	5,180	18,091	5,797	5,664	97.7	4,206	18,819	19,473,081	7,171	3,048	7,561
Blaine	5,384	5,295	1.7		5,384	1,505	1,472	97.8	1,166	6,254	2,857,743	1,953	3,203	2,185
Boise	1,776	2,333	—23.9		1,776	588	561	95.4	510	1,033	537,770	471	2,364	588
Bonner	14,853	15,667	—5.2	4,265	10,588	4,582	4,376	95.5	3,408	12,429	1,850,976	4,958	2,399	4,646
Bonnerville	30,210	25,697	17.6	19,218	10,992	8,297	8,056	97.1	5,487	51,302	13,496,643	10,575	3,311	10,713
Boundary	5,908	5,987	—1.3		5,908	1,722	1,669	96.9	1,331	6,005	2,380,287	1,737	2,634	2,081
Butte	2,722	1,887	45.0		2,722	741	727	98.1	161	2,310	2,122,178	1,330	2,767	1,020
Camas	1,079	1,360	—20.7		1,079	322	312	96.8	325	855	1,532,868	400	.....	383
Canyon	53,597	40,987	30.8	26,672	26,925	15,416	15,000	97.3	9,578	55,195	26,232,977	18,359	2,768	18,328
Caribou	5,576	2,284	144.1		5,576	1,499	1,472	98.2	544	5,980	6,441,981	1,847	3,236	1,884
Cassia	14,629	14,430	1.4	5,924	8,705	3,946	3,828	97.0	2,894	17,244	11,862,116	4,538	2,698	5,073
Clark	918	1,005	—8.7		918	264	255	96.7	230	703	1,588,182	367	.....	347
Clearwater	8,217	8,243	—0.3		8,217	2,318	2,246	96.9	1,728	5,806	951,205	2,677	3,196	2,517
Custer	3,318	3,549	—6.5		3,318	963	931	96.7	746	2,521	2,409,853	965	2,500	1,215

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

(Continued on page 60)

3 Times Greater Coverage

THAN ANY OTHER POCATELLO ADVERTISING MEDIUM

	DAY	NIGHT
Retail Sales	$142,000,000	$115,000,000
Buying Power	$160,000,000	$128,000,000
Listening Audience	133,097	106,024

Celebrating our 25th Anniversary with the greatest listening audience ever—serving 21 counties of Eastern Idaho and Western Wyoming.

NOTE: Statistics based on Sales Management 1952 Survey of Buying Power and B M B.

5000 WATTS

KSEI

930 KC NBC

POCATELLO, IDAHO

Represented Nationally by Walker Representation Co.

IDAHO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1950 Median Fam. Income	1950 Employed
Elmore	6,687	5,518	21.2		6,687	1,991	1,836	92.2	1,219	7,616	3,663,676	2,278	3,171	2,557
Franklin	9,867	10,229	—3.5	4,045	5,822	2,459	2,427	98.7	2,165	8,944	6,558,511	3,271	2,719	3,033
Fremont	9,351	10,304	—9.5	2,695	6,656	2,547	2,471	97.0	2,039	8,595	7,239,584	2,699	2,845	2,944
Gem	8,730	9,544	—8.5	3,067	5,663	2,601	2,518	96.8	2,120	7,306	4,850,244	2,879	2,629	2,963
Gooding	11,101	9,257	19.9	3,099	8,002	3,129	3,045	97.3	1,957	12,316	8,067,774	3,491	2,671	3,953
Idaho	11,423	12,691	—10.0	2,544	8,879	3,320	3,220	97.0	2,697	10,255	8,754,445	3,295	3,059	3,944
Jefferson	10,495	10,762	—2.5		10,495	2,644	2,538	97.9	2,153	6,966	8,561,998	2,892	2,395	3,371
Jerome	12,080	9,900	22.0	4,523	7,557	3,332	3,239	97.2	2,053	12,381	10,494,800	3,857	2,625	4,056
Kootenai	24,947	22,233	12.0	12,198	12,749	7,832	7,589	96.9	5,683	22,953	3,075,752	9,584	2,925	8,277
Latah	20,971	18,804	11.5	10,593	10,378	5,877	5,771	98.2	4,695	18,140	7,429,651	6,836	3,154	7,192
Lemhi	6,278	6,521	—3.7	2,648	3,630	1,902	1,818	95.6	1,349	5,754	3,667,415	1,851	2,243	2,234
Lewis	4,208	4,666	—9.8		4,208	1,248	1,218	97.6	1,142	4,017	5,481,801	1,368	3,469	1,456
Lincoln	4,255	4,230	0.6		4,255	1,161	1,132	97.5	882	3,138	3,522,960	1,155	2,830	1,562
Madison	9,156	9,186	—0.3	4,253	4,903	2,299	2,239	97.4	1,813	10,298	6,987,953	2,738	2,875	2,864
Minidoka	9,785	9,870	—0.9	3,098	6,687	2,713	2,645	97.5	2,174	8,334	8,083,863	3,194	2,567	3,243
Nez Perce	22,653	18,873	20.1	17,479	5,179	7,051	6,825	96.8	4,751	36,487	7,119,528	8,947	3,380	8,564
Oneida	4,387	5,417	—19.0	2,715	1,672	1,207	1,188	98.4	1,143	4,214	4,717,572	1,645	2,870	1,448
Owyhee	6,307	5,652	11.6		6,307	1,788	1,699	95.0	1,006	4,368	7,820,194	1,976	2,257	2,280
Payette	11,921	9,511	25.3	4,032	7,889	3,567	3,464	97.1	2,230	9,835	5,360,432	4,123	2,315	4,301
Power	3,988	3,965	0.6	122	3,866	1,124	1,093	97.2	839	4,288	5,034,656	1,258	3,326	1,306
Shoshone	22,806	21,230	7.4	8,053	14,753	6,650	6,544	98.4	5,382	22,913	315,644	7,711	3,750	8,762
Teton	3,204	3,601	—11.0		3,204	781	761	97.5	655	2,289	2,984,469	901	2,396	1,004
Twin Falls	40,979	36,403	12.6	20,470	20,509	12,366	12,106	97.9	8,672	52,657	27,908,724	14,810	3,050	15,074
Valley	4,270	4,035	5.8		4,270	1,220	1,182	96.9	907	4,981	1,017,579	1,363	3,630	1,492
Washington	8,576	8,853	3.1	3,961	4,615	2,580	2,503	97.0	1,988	12,128	5,555,226	2,791	2,600	3,127

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

ILLINOIS

SPOT RATE FINDER

ALTON, 32,550 pop.; 9,880 homes; 97.0% radio; 9,584 radio homes; Madison Co.; TV alloc.: Chan. 48.

WOKZ, 1kw-D, 1570kc, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	15.00	30.00	45.00	75.00

WOKZ-FM, Chan. 260, 99.9mc, 9.1kw, McGillvra

AURORA, 50,576 pop.; 15,212 homes; 98.7% radio; 15,014 radio homes; Kane Co.; TV alloc.: Chan. 16.

WMRO, 250w-D, 1280kc

D	5.18	5.75	10.35	20.70	34.50	

AVA, 734 pop.; Jackson Co.

WAVA, 250w-D, 1580kc

D	5.00	5.00	8.00	18.00	32.00	57.50

BELLEVILLE, 32,721 pop.; 10,420 homes; 97.4% radio; 10,149 radio homes; St. Clair Co.; TV alloc.: Chan. 54.

WIBV, 250w-D, 1060kc, Holman, Conlan, BMB

D	5.00	9.00	18.00	36.00	50.00	

BLOOMINGTON, 34,163 pop.; 10,805 homes; 97.9% radio; 10,578 radio homes; McLean Co.; TV alloc.: Chan. 15.

WJBC, 250w, 1230kc, ABC, Rambeau

D	5.00	5.00	9.00	18.00	30.00	50.00
N	6.50	6.50	14.00	27.00	42.00	70.00

WJBC-FM, Chan. 268, 101.5mc, 15.3kw (FM rate 20% of AM rates)

BLUE ISLAND, 17,622 pop.; 5,034 homes; 98.3% radio; 4,948 radio homes; Cook Co.

WRBI (FM), Chan. 232, 94.3mc, 1kw (No rates available)

CAIRO, 12,123 pop.; 4,047 homes; 85.2% radio; 3,448 radio homes; Alexander Co.; TV alloc.: Chan. 24.

WKRO, 250w, 1490kc, MBS, Pearson

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CANTON, 11,927 pop.; 4,078 homes; 97.4% radio; 3,972 radio homes; Fulton Co.

WBYS, 250w-D, 1560kc

	SB	1M	5M	15M	30M	1 Hr
D	5.50	5.50	11.00	21.50	33.00	55.00
N	6.00	6.00	14.00	28.00	42.00	70.00

WBYS-FM, Chan. 265, 100.9mc, 650kw, Bonus days only

N	2.00	3.50	7.00	14.00	26.00	35.00

CARBONDALE, 10,921 pop.; 3,092 homes; 93.7% radio; 2,897 radio homes; Jackson Co.; TV alloc.: Chans. 34, *61.

WCIL, 1kw, 1020kc, Conlan, BMB

D	5.00	9.00	12.00	24.00	36.00	60.00
N	6.00	11.00	15.00	30.00	45.00	75.00

CARMI, 5,574 pop.; White Co.

WROY, 1kw-D, 1460kc, Sears & Ayer, Conlan

D	3.75	5.55	11.25	19.50	29.25	52.50

WROY-FM, Chan. 247, 97.3mc, 10.7kw, Bonus daytime only

N	2.25	2.75	5.75	9.50	13.25	25.50

CARTHAGE, 3,214 pop.; Hancock Co.

WCAZ, 1kw-D, 990kc, Holman

D	7.00	20.00	36.00	50.00	80.00	

CENTRALIA, 13,863 pop.; 4,620 homes; 94.1% radio; 4,347 radio homes; Clinton, Marion Cos.; TV alloc.: Chans. 32, 59.

WCNT, 1kw-D, 1210kc

D	3.25	5.00	10.00	20.00	30.00	50.00

(Time between noon and 1:30 p.m. 50% increase over above rates)

WCNT-FM, Chan. 243, 96.5mc, 3kw, Bonus

CHAMPAIGN, 39,563 pop.; 9,936 homes; 98.1% radio; 9,747 radio homes; Champaign Co.; TV alloc. (Champaign-Urbana): Chans. 3, *12, 21, 27, 33.

WDWS, 250w, 1400kc, CBS, Conlan

D	4.00	5.50	9.00	18.00	30.00	50.00
N	5.00	6.50	13.00	26.00	45.00	75.00

WDWS-FM, Chan. 248, 97.5mc, 10kw, Bonus

CHICAGO, 3,620,962 pop.; 1,088,404 homes; 98.3% radio; 1,069,901 radio homes; Cook Co.; TV alloc.: Chans. 2(WBKB(TV), now Chan. 4), 5(WNBQ(TV)), 7(WENR-TV), 9(WGN-TV), *11, 20, 26, 32, 38, 44.

6 AM affiliates, average 1-time rates

D	65.38	88.00	107.80	176.25	269.67	450.83
N	120.00	114.00	191.25	310.17	476.67	795.83

9 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	13.75	14.72	32.67	54.44	90.42	150.00
N	19.00	18.75	39.78	65.88	108.94	180.38

WAAF, 1kw-D, 950kc, Burn-Smith, Pulse

D	10.50	15.00	30.00	55.00	90.00	150.00

WAAF-FM, Chan. 230, 93.9mc, 28kw, Bonus

WAIT, 5kw-D, 820kc, Young, Radio Reps.

D	12.00	20.00	45.00	72.00	120.00	200.00
N	12.00	20.00	60.00	87.00	144.00	240.00

WBBM, 50kw, 780kc, CBS, CBS Radio Spot Sales, Pulse, BMB, SAMS

D	87.50	110.00	99.00	198.00	330.00	550.00
N	175.00			396.00	660.00	1,100.00

WBBM-FM, Chan. 246, 97.1mc, 13 kw (No data available)

WBIK (FM), Chan. 242, 96.3mc, 19.1kw (No commercial programs)

WBKB (TV), Chan. 4, 12.7kw-aur.; 25.4kw-vis.; CBS, Weed

D		150.00	195.00	260.00	390.00	650.00
N		325.00	390.00	520.00	780.00	1,300.00

WCBD, (Zion, Ill.), 5kw, 820kc

D			60.00	87.00	144.00	240.00
N			60.00	87.00	144.00	240.00

WCFL, 50kw, 1000kc, ABC, Radio Reps.

D		20.00	44.00	67.50	100.00	175.00
N		30.00	75.00	115.00	175.00	300.00

WCRW, 100w, 1240kc (Consult station for rates)

WEDC, 250w, 1240kc, ST

D		10.00	12.00	24.00	36.00	60.00
N		14.00	17.00	34.00	51.00	85.00

WENR, 50kw, 890kc, ABC, ABC Spot Sales

D		90.00	144.00	216.00	324.00	540.00
N		150.00	240.00	360.00	540.00	900.00

WENR-FM, Chan. 234, 94.7mc, 25kw, Bonus

WENR-TV, Chan. 7, 14kw-aur.; 28.3kw-vis.; ABC, ABC Spot Sales

D		150.00	187.50	300.00	450.00	750.00
N		300.00	375.00	600.00	900.00	1,500.00

WFMT (FM), Chan. 290, 105.9mc, 9kw

D				18.00	33.00	55.00
N				30.00	45.00	75.00

WGES, 5kw, 1390kc

D			32.50	54.00	90.00	150.00
N			43.00	72.00	120.00	200.00

WGN, 50kw, 720kc, MBS, Hollingbery, Nielsen

D	45.00	75.00		180.00	270.00	450.00
N	65.00	100.00		360.00	540.00	900.00

WGNB (FM), Chan. 254, 98.7mc, 36kw, Bonus

WGN-TV, Chan. 9, 14.5kw-aur.; 29kw-vis.; DuMont, Telepulse

	SB	1M	5M	15M	30M	1 Hr
D	110.00	110.00	150.00	240.00	360.00	600.00
N	250.00	250.00	300.00	480.00	720.00	1,200.00

WHFC, 250w, 1450kc

D		8.00	15.00	25.00	43.75	75.00
N		10.00	21.00	37.50	62.50	100.00

WEHS (FM), Chan. 250, 97.9mc, 15.5kw, (CP: 24.6kw)

WIND, 5kw, 560kc, Katz, Pulse

D	18.00	25.00	43.00	72.00	120.00	200.00
N	25.00	35.00	54.00	90.00	150.00	250.00

WJJD, 50kw, 1160kc, Avery-Knodel

D	15.00	15.00	40.00	65.00	110.00	175.00
N	20.00	20.00	44.00	76.00	128.00	208.00

WFMF (FM), Chan. 262, 100.3mc, 33 kw

D	10.00	10.00		20.00	30.00	50.00
N	15.00	15.00		30.00	40.00	75.00

WLS, 50kw, 890kc, ABC, Blair, Nielsen, BMB

D	54.00	90.00	162.00	216.00	324.00	540.00
N	90.00	150.00	270.00	360.00	540.00	900.00

(Shares time with WENR)

WMAQ, 50kw, 670kc, NBC, NBC Spot Sales, Pulse

D	75.00	75.00	90.00	180.00	270.00	450.00
N	150.00	150.00	180.00	360.00	540.00	900.00

WMAQ-FM, Chan. 266, 101.1mc, 24kw, Bonus

WNBQ (TV), Chan. 5, 11.8kw-aur.; 21.8kw-vis.; NBC, NBC Spot Sales, ARB

D	145.00	145.00	173.00	276.00	414.00	690.00
N	300.00	300.00	375.00	600.00	900.00	1,500.00

WMOR (FM), Chan. 274, 102.7mc, 40kw (Consult station for rates)

WSBC, 250w, 1240kc, ST, Forjoe, Pulse

D		10.00	16.50	36.00	60.00	100.00
N		13.50	19.25	43.50	72.00	120.00

CHICAGO HEIGHTS, 24,551 pop.; 6,932 homes; 97.4% radio; 6,752 radio homes; Cook Co.

WCHI (FM), Chan. 240, 95.9mc, 0.25kw.

D	2.20	3.00	5.00	12.00	20.00	30.00
N	2.20	3.00	5.00	12.00	20.00	30.00

CLINTON, 5,945 pop.; DeWitt Co.

WHOW, 1kw-D, 1520kc, Holman

D	4.00	6.50	9.00	18.00	33.00	55.00

DANVILLE, 37,864 pop.; 12,251 homes; 96.6% radio; 11,834 radio homes; Vermilon Co.; TV alloc.: Chan. 24.

WDAN, 250w, 1490kc, CBS, Everett-McKinney, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	15.00	30.00	45.00	75.00

(Continued on page 62)

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

With just **ONE** New England medium
you can reach **7,236,100** PEOPLE
2,065,100 Families
Over $10 Billion Effective Buying Power
Over $7 Billion Retail Sales

WBZ BOSTON
50,000 watts NBC Affiliate
(synchronized with WBZA, Springfield)

WESTINGHOUSE RADIO STATIONS Inc
National Representatives, FREE and PETERS

Figures courtesy SALES MANAGEMENT

WCFL

Lowest Cost per Thousand of any 50,000 watt station *in Chicago*

For details, call Marty McGeehan, Sales Manager, Mohawk 4-2400 in Chicago, or, Peggy Stone, Radio Representatives, Murray Hill 8-4342 in New York.

WCFL - *50,000 watt Voice of Labor* - Chicago

MUSIC—NEWS—SPORTS

Chicago White Sox • Chicago Cardinal Football • Chicago Stadium Basketball • Hockey • all exclusive

On The Air 24 Hours Daily

FOR A REAL SELLING JOB... TAKE A WIRL WITH US IN PEORIA 5000 WATTS ABC-MUTUAL 1290 KC

Avery-Knodel

ILLINOIS

SPOT RATE FINDER

(Continued from page 60)

DECATUR, 66,269 pop.; 21,191 homes; 97.9% radio; 20,746 radio homes; Macon Co.; TV alloc.: Chans. 17, 23.
WDZ, 1kw-D, 1050kc, Free & Peters, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.50	10.00	20.00	30.00	50.00

WSOY, 250w, 1340kc, CBS, Weed, Conlan, Hooper, BMB

D	5.00	6.50	10.00	20.00	30.00	50.00
N	9.00	11.00	15.00	30.00	50.00	75.00

WSOY-FM, Chan. 271, 102.1mc, 32kw, Weed, Bonus

DEKALB, 11,708 pop.; 3,218 homes; 96.2% radio; 3,156 radio homes; DeKalb Co.; TV alloc.: Chan. *67.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WLBK, 500w-D, 1360kc, Ra-Tel

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.54	9.65	19.34	33.16	55.20

DIXON, 11,523 pop.; 3,685 homes; 98.2% radio; 3,619 radio homes; Lee Co.; TV alloc.: Chan. 47.

EAST ST. LOUIS, 82,295 pop.; 24,139 homes; 95.6% radio; 23,077 radio homes; St. Clair Co.
WTMV, 250w, 1490kc, Sears & Ayer

D	9.00	14.00	10.80	21.60	32.40	54.00
N	9.00	14.00	18.00	36.00	54.00	90.00

WTMV-FM, Chan. 273, 102.5mc, 33.2kw, Bonus

EFFINGHAM, 6,892 pop.; Effingham Co.
WCRA, 250w-D, 1090kc

D	3.00	3.85	7.66	16.00	25.70	45.00

ELGIN, 44,223 pop.; 11,762 homes; 98.7% radio; 11,609 radio homes; Cook, Kane Cos.; TV alloc.: Chan. 28.
WRMN, 500w-D, 1410kc, McGillvra

D	7.00	8.00	15.00	30.00	45.00	75.00

ELMWOOD PARK, 18,801 pop.; 5,250 homes; 99.7% radio; 5,234 radio homes; Cook Co.
WLEY (FM), Chan. 296, 107.1mc, 1kw

D	1.00	2.50	4.50	12.50	20.00	35.00
N	1.00	3.00	6.00	15.00	25.00	40.00

EVANSTON, 73,641 pop.; 20,612 homes; 99.1% radio; 20,426 radio homes; Cook Co.
WNMP, 1kw-D, 1590kc, Hooper

D	10.00	12.50	15.00	22.50	45.00	75.00
N	10.00	12.50	15.00	22.50	45.00	75.00

WEAW (FM), Chan. 286, 105.1mc, 36kw, Consumers Aid, (Storebroadcasting) Pulse

D	4.00	6.00	8.00	18.00	24.00	40.00
N	6.00	9.00	12.00	24.00	36.00	60.00

FREEPORT, 22,467 pop.; 7,085 homes; 98.0% radio; 6,943 radio homes; Stephenson Co.; TV alloc.: Chan. 23.
WFJS (FM), Chan. 273, 102.5mc, 9kw

D	1.80	3.00	6.00	12.00	18.00	30.00
N	2.70	4.50	9.00	18.00	27.00	45.00

WFRL, 1kw-D, 1570kc, Sears & Ayer, Conlan, BMB

D		5.90	9.00	19.00	33.00	55.00

GALESBURG, 31,425 pop.; 10,026 homes; 97.3% radio; 9,755 radio homes; Knox Co.; TV alloc.: Chan. 40.
WGIL, 250w, 1400kc, Rambeau

D	7.15	7.15	11.20	22.40	33.60	56.00
N	8.25	8.25	15.00	30.00	45.00	75.00

HARRISBURG, 10,999 pop.; 3,665 homes; 94.5% radio; 3,463 radio homes; Saline Co.; TV alloc.: Chan. 22.
WEBQ, 250w, 1240kc

D	4.00	5.00	10.00	20.00	35.00	60.00
N	4.00	5.00	10.00	20.00	35.00	60.00

WEBQ-FM, Chan. 260, 99.9mc, 4.2kw

D	2.75	3.50	6.75	13.50	23.50	40.00
N	2.75	3.50	6.75	13.50	23.50	40.00

HERRIN, 9,931 pop.; Williamson Co.
WJPF, 250w, 1340kc, MBS, Pearson

D	6.00	7.50	10.00	20.00	35.00	60.00
N	6.00	7.50	10.00	20.00	35.00	60.00

JACKSONVILLE, 20,387 pop.; 5,133 homes; 96.2% radio; 4,938 radio homes; Morgan Co.; TV alloc.: Chan. 29.
WLDS, 1kw-D, 1180kc, Holman

D	4.00	6.00	10.00	20.00	30.00	50.00

WLDS-FM, Chan. 263, 100.5mc, 7kw, Holman, Bonus

Market Facts

ROCKFORD

A $675 Million (Non TV) Market

THE NATION'S #2 MACHINE TOOL CENTER

Best Test City in the Mid-West

An ABC Affiliate

WROK

at the TOP in ILLINOIS

Station Facts

LEADS IN LISTENING*

MORNING, AFTERNOON, EVENING

Offers Advertisers

MORE LISTENERS PER $ THAN EVER BEFORE

** Conlan Survey, January, 1952*

Nat'l Reps. H-R Representatives, Inc.

JOLIET, 51,601 pop.; 15,244 homes; 97.9% radio; 14,924 radio homes; Will Co.; TV alloc.: Chan. 48.

WJOL, 250w, 1340kc, Holman, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	11.00	25.00	40.00	70.00
N	6.00	6.00	11.00	25.00	40.00	70.00

KANKAKEE, 25,856 pop.; 7,956 homes; 98.2% radio; 7,813 radio homes; Kankakee Co.; TV alloc.: Chan. 14.

WKAN, 1kw-D, 1320kc, Holman

D	3.00	6.00	9.00	20.00	38.00	70.00

KEWANEE, 16,821 pop.; 5,374 homes; 96.9% radio; 5,207 radio homes; Henry Co.; TV alloc.: Chan. 60.

WKEI, 100w, 1450kc, (CP)

LAGRANGE, 12,002 pop.; 3,362 homes; 98.3% radio; 3,305 radio homes; Cook Co.

WTAQ, 500w-D, 1300kc

D	6.50	10.00	22.00	36.00	60.00

LASALLE, 12,083 pop.; 3,576 homes; 97.5% radio; 3,487 radio homes; La-Salle Co.; TV alloc.: Chan. 35.

WLPO, 250w-D, 1220kc

D	5.00	6.50	10.80	21.60	36.00	60.00

LINCOLN, 14,362 pop.; 3,496 homes; 96.7% radio; 3,381 radio homes; Logan Co.; TV alloc.: Chan. 53.

WPRC, 500w, 1370kc, Rambeau, Conlan

D	4.00	5.00	8.00	15.00	25.00	40.00
N	5.00	5.50	12.00	20.00	30.00	50.00

LITCHFIELD, 7,208 pop.; Montgomery Co.

WSMI, 1kw-D, 1540kc

D	4.00	5.00	7.50	15.00	25.00	40.00

MACOMB, 10,592 pop.; 3,255 homes; 96.6% radio; 3,144 radio homes; McDonough Co.; TV alloc.: Chan. 61.

WKAI, 250w-D, 1510kc, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.50	6.50	13.00	26.00	39.00	65.00

MARION, 10,459 pop.; 3,568 homes; 94.4% radio; 3,368 radio homes; Williamson Co.; TV alloc.: Chan. 40.

WGGH, 500w-D, 1150kc, Sears & Ayer

D	5.00	8.50	15.00	25.00	45.00	

MATTOON, 17,547 pop.; 5,704 homes; 96.2% radio; 5,487 radio homes; Coles Co.; TV alloc.: Chan. 46.

WLBH, 250w-D, 1170kc, Holman, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.50	9.00	18.00	33.00	55.00

WLBH-FM, Chan. 245, 96.9mc, 23kw, Holman

D	2.00	3.00	4.00	7.50	13.00	22.00
N	2.00	3.00	4.00	7.50	13.00	22.00

METROPOLIS, 6,093 pop.; Massac Co.

WMOK, 500w-D, 920kc

D	5.00	5.50	9.00	18.00	30.00	55.00

MOLINE, 37,397 pop.; 11,693 homes; 98.3% radio; 11,494 radio homes; Rock Island Co.; TV alloc.: (see Davenport, Iowa).

WQUA, 250w, 1230kc, CBS, Hollingbery

D	9.00	12.00	25.00	45.00	75.00
N	15.00	20.00	40.00	75.00	125.00

MT. CARMEL, 8,732 pop.; Wabash Co.

WVMC, 500w-D, 1360kc

D	5.24	6.55	11.79	19.65	28.82	39.30

MT. VERNON, 15,600 pop.; 5,250 homes; 94.8% radio; 4,977 radio homes; Jefferson Co.; TV alloc.: Chan. 38.

WMIX, 1kw-D, 940kc, Pearson, Conlan

D	6.00	10.00	19.00	30.00	50.00	

WMIX-FM, Chan. 231, 94.1mc, 15.2kw, Pearson (Bonus daytime only)

N	1.75	3.50	7.00	10.00	17.50	

OAK PARK, 63,529 pop.; 20,031 homes; 99.6% radio; 19,950 radio homes; Cook Co.

WOPA, 250w, 1490kc

D	6.00	10.00	18.00	30.00	50.00	85.00
N	6.00	10.00	18.00	30.00	50.00	85.00

WOPA-FM, Chan. 272, 102.3 mc, 1kw, Bonus

OLNEY, 8,612 pop.; Richland Co.; TV alloc.: Chan. 16.

WVLN, 250w-D, 740kc, Holman

D	3.00	5.00	8.00	15.00	27.00	45.00

OTTAWA, 16,957 pop.; 5,058 homes; 98.3% radio; 4,972 radio homes; La-Salle Co.

WCMY, 500w-D, 1430 kc

D	6.00	8.00	10.00	25.00	42.00	70.00

PARIS, 9,460 pop.; Edgar Co.

WPRS, 500w-D, 1440kc

	SB	1M	5M	15M	30M	1 Hr
D		6.75	10.15	20.25	35.10	59.40

WPRS-FM, Chan. 252, 98.3mc, 1kw

D	2.00	3.00	7.50	13.00	22.00
N	2.00	3.00	7.50	13.00	22.00

PEKIN, 21,858 pop.; 6,874 homes; 97.8% radio; 6,723 radio homes; Tazewell Co.; TV alloc.: Chan. 49.

WSIV, 1kw-D, 1140kc, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00

PEORIA, 111,856 pop.; 33,833 homes; 97.4% radio; 32,953 radio homes; Peoria Co.; TV alloc.: Chans. 8, 19, *37, 43.

3 AM affiliates, average 1-time rates

D	9.97	10.97	14.58	29.17	47.40	79.00
N	17.47	19.13	29.17	58.33	94.80	158.00

WEEK, 1kw, 1350kc, NBC, Headley-Reed, Hooper

D	10.00	10.00	14.00	28.00	48.00	80.00
N	17.00	17.00	28.00	56.00	96.00	160.00

WIRL, 5kw, 1290kc, ABC, MBS, Avery-Knodel, Hooper, BMB

D	9.90	9.90	13.75	27.50	46.20	77.00
N	15.40	15.40	27.50	55.00	92.40	154.00

WMBD, 5kw, 1470kc, CBS, Free & Peters, Hooper, BMB

D	10.00	13.00	16.00	32.00	48.00	80.00
N	20.00	25.00	32.00	64.00	96.00	160.00

WMBD-FM, Chan. 223, 92.5mc, 20kw, CBS, Bonus

WPEO, 1kw-D, 1020kc

D	7.50	15.00	23.75	45.00	75.00	

WWXL, 1kw, 1590kc
(No rates available)

QUINCY, 41,450 pop.; 13,292 homes; 95.7% radio; 12,720 radio homes; Adams Co.; TV alloc.: Chans. 10, 21.

2 AM affiliates, average 1-time rates

D	10.75	10.75	16.25	31.25	48.00	80.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WGEM, 1kw, 1440kc, ABC, Walker

D	8.00	8.00	12.50	22.50	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WQDI (FM), Chan. 286, 105.1mc, 10kw, Walker, Bonus

WTAD, 5kw-D, 1kw-N, 930kc, CBS, Weed

	SB	1M	5M	15M	30M	1 Hr
D	13.50	13.50	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WTAD-FM, Chan. 258, 99.5mc, 53kw, Weed, Bonus

ROCKFORD, 92,927 pop.; 28,879 homes; 98.3% radio; 28,388 radio homes; Winnebago Co.; TV alloc.: Chans. 13, 39, *45.

WROK, 1kw-D, 500w-N, 1440kc, ABC, H-R Reps., Conlan

D	10.00	10.00	17.00	35.00	55.00	80.00
N	12.00	12.00	22.00	50.00	60.00	120.00

WROK-FM, Chan. 243, 97.5mc, 17kw, Bonus

ROCK ISLAND, 48,710 pop.; 14,857 homes; 98.3% radio; 14,604 radio homes; Rock Island Co.; TV alloc.: (see Davenport, Iowa).

WHBF, 5kw, 1270kc, ABC, Avery-Knodel

D	12.50	15.00	20.00	40.00	60.00	100.00
N	17.50	20.00	40.00	80.00	120.00	200.00

WHBF-FM, Chan. 255, 98.9mc, 37kw, Avery-Knodel, Bonus

WHBF-TV, Chan. 4, 11.7kw-aur.; 23.5-kw-vis.; ABC, CBS, DuMont, Avery-Knodel

D	45.00	60.00	80.00	120.00	200.00
N	90.00	120.00	160.00	240.00	400.00

ST. CHARLES, 6,709 pop.; Kane Co.

SPRINGFIELD, 81,628 pop.; 26,060 homes; 97.5% radio; 25,409 radio homes; Sangamon Co.; TV alloc.: Chans. 2, 20, *26.

3 AM affiliates, average 1-time rates

D	6.33	6.33	10.67	20.67	32.00	53.33
N	9.00	9.00	15.00	30.67	46.00	76.67

(Continued on page 64)

THESE FACTUAL DATA* WILL HELP YOU BUY
THE QUAD-CITY MARKET

A PREFERRED MARKET AMONG THE 162 STANDARD METROPOLITAN AREAS

82ND IN POPULATION

72ND IN RETAIL SALES

67TH IN BUYING POWER

11TH IN EFFECTIVE BUYING INCOME per CAPITA

THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas—on a recognized reliable basis — Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF (radio and television) the Quad-Cities favorite.

* Copyright 1952. Sales Management Survey of Buying Power.

Enter Quad-Citian homes through the Front Door with

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

ILLINOIS
SPOT RATE FINDER

(Continued from page 63)

SPRINGFIELD (Continued)

WCVS, 250w, 1450kc, ABC. Sears & Ayer, O'Connor

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	15.00	32.00	48.00	80.00

WCVS-FM, Chan. 275, 102.9mc, 25kw, Sears & Ayer, Bonus

WMAY, 1kw-D, 500w-N, 970kc, NBC, Pearson

D	7.00	7.00	12.00	24.00	36.00	60.00
N	8.00	8.00	14.00	28.00	42.00	70.00

WTAX, 250w, 1240kc, CBS, Weed, Hooper, BMB

D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	16.00	32.00	43.00	80.00

WTAX-FM, Chan. 279, 103.7mc, 6.7kw, Weed, Bonus

STERLING, 12,817 pop.; 4,001 homes; 98.3% radio; 3,933 radio homes; Whiteside Co.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

WSDR, 100w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D		8.00	10.00	20.00	35.00	60.00
N		8.00	10.00	20.00	35.00	60.00

STREATOR, 16,469 pop.; 4,884 homes; 93.4% radio; 4,606 radio homes; La-Salle, Livingston Cos.; TV, alloc.: Chan. 65.

TAYLORVILLE, 9,183 pop.; Christian Co.

WTIM, 100w, 1410kc, Sears & Ayer

D	1.92	4.50	9.00	18.00	27.00	45.00
N	1.92	4.50	9.00	18.00	27.00	45.00

URBANA, 22,834 pop.; 6,017 homes; 98.7% radio; 5,939 radio homes; Champaign Co.; TV alloc.: (see Champaign, Ill.).

WKID, 250w-D, 1580kc

D		8.00	11.00	22.00	33.00	55.00

WKID-FM, Chan. 277, 103.3mc, 2.4kw, Bonus

VANDALIA, 5,471 pop.; Fayette Co.; TV alloc.: Chan. 28.

WAUKEGAN, 38,946 pop.; 11,309 homes; 98.7% radio; 11,162 radio homes; Lake Co.; TV alloc.: Chan. 22.

WKRS, 1kw-D, 1220kc, McGillvra

D	7.00		11.00	20.00	45.00	75.00

* * *

WKRS-FM, Chan. 294, 106.7mc, 12kw, Bonus

WEST FRANKFORT, 11,384 pop.; 3,823 homes; 94.4% radio; 3,609 radio homes; Franklin Co.

* * *

WFRX, 1kw, 1300kc, Continental

	SB	1M	5M	15M	30M	1 Hr
D	4.00		8.00	15.00	30.00	50.00
N	4.00		8.00	15.00	30.00	50.00

ZION, 8,950 pop.; Lake Co.

WCBD, 5kw, 820kc (See Chicago, Ill.)

* * *

MARKET INDICATORS FOR ILLINOIS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	8,712,176	'50	7,897,241	'40
Urban Population	6,759,271	'50	(1) 5,809,650	'40
Rural Population	1,952,905	'50	(1) 2,087,591	'40
Total Homes	2,585,691	'50	2,192,724	'40
Percentage Radio	97.5%	'50	92.3%	'40
Radio Homes	2,523,482	'50	1,974,604	'40
Retail Sales	$9,728,814,000	'51	$8,778,978,000	'48
Automobiles	2,789,546	'51	2,650,968	'50
Telephones	3,149,000	'52	2,171,600	'45
New Construction	$1,597,300,000	'51	$ 501,900,000	'40
Farm Income	$1,361,630,393	'49	$ 953,811,507	'44
Internal Revenue Collections	$4,313,227,234	'51	$3,396,892,658	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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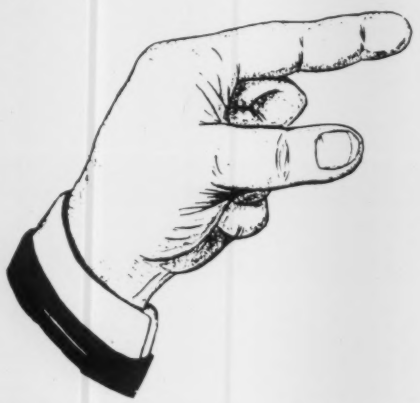
ILLINOIS MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Adams	64,690	65,229	—0.8	44,435	20,255	19,925	18,929	95.0	15,778	67,237	$16,734,275	18,706	7,470	$4,527,000
Alexander	20,316	25,496	—20.3	12,123	8,193	6,319	5,447	86.2	4,114	16,660	1,806,325	3,705	1,370	650,000
Bond	14,157	14,540	—2.6	4,069	10,088	4,466	4,176	93.5	3,148	12,026	6,163,306	4,070	436	341,000
Boone	17,070	15,202	12.3	9,422	7,643	5,139	5,062	98.5	3,985	17,729	10,660,120	6,083	1,793	1,444,000
Brown	7,132	8,053	—11.4		7,132	2,295	2,157	94.0	1,800	7,038	4,913,247	2,019	*	*
Bureau	37,711	37,600	0.3	10,681	27,030	11,633	11,354	97.6	9,737	35,665	30,713,358	12,710	1,471	911,000
Calhoun	6,898	8,207	—15.9		6,898	1,968	1,846	93.8	1,538	4,232	3,406,650	1,668	25	6,000
Carroll	18,976	17,987	5.5	5,058	13,918	5,960	5,805	97.4	4,668	20,774	15,162,738	6,699	293	191,000
Cass	15,097	16,425	—8.1	6,080	9,017	4,733	4,501	95.1	3,823	14,813	9,512,454	4,400	377	222,000
Champaign	106,100	70,578	50.3	68,784	37,316	26,894	26,383	98.1	17,683	107,696	32,203,072	31,442	2,520	1,713,000
Christian	38,816	38,564	0.7	15,366	23,450	12,001	11,533	96.1	9,208	40,266	22,211,440	11,544	1,201	701,000
Clark	17,362	18,842	—7.9	5,694	11,668	5,715	5,406	94.6	4,176	15,081	8,401,231	5,282	527	301,000
Clay	17,445	18,947	—7.9	5,255	12,190	5,498	5,218	94.9	4,314	13,428	4,577,591	5,123	663	274,000
Clinton	22,594	22,912	—1.4	3,229	19,365	6,371	6,046	94.9	4,560	15,676	8,789,171	6,054	900	493,000
Coles	40,328	38,470	4.8	26,711	13,617	12,780	12,307	96.3	9,707	46,430	13,635,660	12,155	3,212	1,674,000
Cook	4,508,792	4,063,342	11.0	4,447,304	61,488	1,337,040	1,314,310	98.3	1,060,563	5,583,581	24,474,741	1,095,647	769,603	644,321,000
Crawford	21,137	21,294	—0.7	6,407	14,730	6,863	6,520	95.0	4,904	18,427	6,496,031	7,239	1,293	1,142,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

CHECK FOR YOURSELF...

Which Chicago major station delivers:



- Most Homes Reached Per Week?*
- Greatest Coverage?*
- Most Grocery and Drug Advertising?

...There's only one major station in Chicago which you can check on any of these three points. That's WGN...your basic buy in the Middle West.

*1949 BMB

A Clear Channel Station...
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
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Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta—223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Cumberland	10,496	11,698	—10.3		10,496	3,274	3,133	95.7	2,627	5,059	5,515,365	2,775	644	236,000
DeKalb	40,731	34,333	18.6	20,647	20,134	11,859	11,657	93.3	9,230	48,388	35,862,880	14,633	4,180	2,921,000
DeWitt	16,894	15,244	—7.4	5,945	10,949	5,502	5,325	95.8	4,550	18,032	12,484,508	5,450	148	39,000
Douglas	16,706	17,530	—5.0	2,960	13,746	5,343	5,182	96.9	4,337	16,479	13,345,178	5,290	391	252,000
DuPage	154,599	108,430	42.4	117,629	36,930	42,914	42,571	99.2	26,091	125,130	9,991,789	56,333	3,686	2,813,000
Edgar	23,407	24,430	—4.2	9,460	13,947	7,540	7,233	95.9	6,184	23,237	17,792,363	7,243	1,086	663,000
Edwards	9,053	8,974	0.9		9,053	2,977	2,757	94.2	2,042	7,517	3,718,564	2,540	47	33,000
Effingham	21,675	22,034	—1.6	6,892	14,783	6,285	5,990	95.3	4,677	25,667	6,923,202	6,438	1,308	557,000
Fayette	24,532	29,159	—15.7	5,471	19,111	7,372	6,967	94.5	5,902	19,378	8,742,449	6,715	676	309,000
Ford	15,901	15,007	6.0	6,824	9,077	4,960	4,881	98.4	3,897	17,450	14,573,534	5,533	470	309,000
Franklin	48,635	53,137	—8.4	25,293	23,392	16,024	15,031	93.8	11,926	36,485	3,231,687	12,450	762	434,000
Fulton	43,716	44,627	—2.0	17,208	26,508	14,109	13,615	96.5	11,165	47,978	19,493,023	14,375	3,163	2,864,000
Gallatin	9,818	11,414	—14.0		9,818	2,916	2,709	92.9	2,171	6,798	3,938,765	2,025	*	*
Greene	18,852	20,292	—7.1	3,032	15,770	5,908	5,542	93.8	4,370	14,625	13,351,136	5,113	379	133,000
Grundy	19,217	18,393	4.5	6,926	12,291	5,963	5,731	93.1	4,846	18,851	11,343,895	6,322	1,768	1,531,000
Hamilton	12,253	13,454	—8.9	3,008	9,243	3,848	3,559	92.5	2,604	6,265	3,129,195	2,956	381	146,000
Hancock	25,790	23,297	—1.9	3,214	22,576	6,259	7,679	95.4	6,493	20,236	19,527,153	8,139	390	193,000
Hardin	7,530	7,759	—3.0		7,530	2,147	1,990	92.7	1,343	3,438	760,425	1,536	*	*
Henderson	8,416	8,949	—6.0		8,416	2,579	2,436	95.5	2,095	5,683	9,985,147	2,559	26	9,000
Henry	45,492	43,793	6.2	25,345	21,147	14,544	14,180	97.5	11,483	49,769	33,452,341	15,702	4,113	2,839,000
Iroquois	32,343	32,496	—0.5	4,235	28,113	9,979	9,731	97.5	8,091	32,257	31,341,504	10,835	484	331,000
Jackson	33,124	37,929	0.5	20,162	17,962	11,553	10,795	93.4	7,938	32,507	5,554,373	9,722	1,658	844,000
Jasper	12,256	13,431	—8.7	2,780	9,436	3,818	3,603	94.5	2,911	7,744	7,551,034	3,510	144	54,000
Jefferson	35,692	34,375	4.4	15,600	20,292	11,351	10,691	94.1	7,723	31,706	5,427,230	10,157	3,351	2,677,000
Jersey	15,234	15,335	11.9	5,792	9,472	4,343	4,018	92.4	2,895	10,768	7,140,206	3,947	744	374,000
Jo Daviess	21,459	19,939	7.4	4,648	16,811	6,339	6,092	96.1	4,862	18,586	12,502,150	6,239	315	186,000
Johnson	8,729	10,727	—18.6		8,729	2,667	2,456	92.1	1,893	4,064	2,111,950	1,824	*	*
Kane	150,338	130,206	15.5	113,740	36,648	42,546	41,695	98.0	32,122	139,930	29,496,297	49,030	24,582	18,688,000
Kankakee	73,524	60,877	20.8	33,953	39,541	18,038	17,713	98.2	12,675	79,258	18,425,573	29,082	7,553	5,534,000
Kendall	12,115	11,105	9.1		12,115	3,662	3,530	98.0	2,770	10,053	12,502,573	4,251	536	373,000
Knox	54,356	52,250	4.0	34,725	19,641	17,032	16,521	97.0	13,666	64,805	20,455,953	17,517	3,624	2,675,000
Lake	179,097	121,094	47.9	105,684	70,413	46,982	46,371	98.7	23,416	176,945	9,614,123	61,863	19,241	15,969,000
LaSalle	109,610	97,601	2.9	67,675	32,935	30,007	29,347	97.8	23,906	116,060	35,834,441	31,989	16,715	12,985,000
Lawrence	20,539	21,075	—2.5	6,328	14,211	6,337	5,995	94.6	4,376	15,981	4,190,620	6,494	993	800,000
Lee	33,451	34,604	5.3	11,523	24,923	9,455	9,304	98.4	7,782	32,598	23,393,222	11,023	2,007	1,449,000
Livingston	37,809	38,833	—2.6	11,885	25,924	10,913	10,667	97.7	8,979	35,096	31,521,668	12,012	1,086	529,000
Logan	30,671	29,433	4.2	14,362	16,309	8,003	7,779	97.2	6,283	27,527	21,423,489	8,292	1,007	580,000
McDonough	28,199	26,944	4.7	13,909	14,290	8,764	8,443	96.4	6,927	31,801	16,837,321	31,310	1,409	893,000
McHenry	50,653	37,311	35.8	18,214	32,442	14,853	14,650	98.6	9,402	57,270	20,461,053	12,480	4,502	3,180,000
McLean	76,577	73,930	3.6	43,935	32,642	22,949	22,467	97.9	18,907	86,205	40,317,199	53,734	2,675	1,832,000
Macon	98,853	84,693	16.7	73,713	25,140	30,727	30,051	97.8	22,033	111,130	18,400,873	12,480	10,223	8,093,000
Macoupin	44,210	46,304	—4.5	16,474	27,736	14,174	13,465	95.0	11,247	35,588	18,498,791	4,179	605	239,000
Madison	182,307	149,349	22.1	132,473	49,834	54,194	52,351	96.6	35,593	161,843	14,849,404	4,968	34,637	27,396,000
Marion	41,700	47,989	—13.1	19,462	22,238	13,243	12,435	93.9	10,687	45,347	5,723,761	3,691	2,367	1,219,000
Marshall	13,025	13,179	—1.2		13,025	4,040	3,992	98.8	3,297	11,628	11,173,878	9,248	412	228,000
Mason	15,326	15,353	—0.2	4,379	10,947	4,936	4,704	95.3	3,739	16,382	10,290,174	19,897	321	143,000
Massac	13,594	14,937	—9.0	6,093	7,501	4,325	3,944	91.2	2,915	8,349	2,702,908	23,448	943	363,000
Menard	9,639	10,663	—9.6		9,639	3,013	2,871	95.3	2,539	7,265	9,753,589	2,958	150	108,000
Mercer	17,374	17,701	—1.8	2,919	14,455	5,325	5,155	96.8	4,464	14,963	16,862,024	5,662	181	103,000
Monroe	13,282	12,754	4.1	2,821	10,461	3,981	3,726	93.6	2,552	10,984	6,031,805	4,105	212	165,000
Montgomery	32,450	34,499	—5.9	13,893	18,557	10,524	10,029	95.3	8,164	30,284	14,970,583	9,184	1,839	1,092,000
Morgan	35,568	35,378	—2.2	20,387	15,181	9,702	9,295	95.8	7,714	37,583	16,172,513	9,367	1,553	936,000
Moultrie	13,171	13,477	—2.3	3,470	9,701	4,020	3,823	95.1	3,101	10,164	10,190,998	3,937	542	265,000
Ogle	33,429	29,869	11.9	11,353	22,066	10,268	10,032	97.7	7,820	31,647	20,179,191	12,029	1,893	1,256,000
Peoria	174,347	153,374	13.7	137,864	36,483	51,519	50,293	97.6	38,895	203,796	14,154,365	54,693	15,570	12,415,000
Perry	21,684	23,438	—7.5	10,446	11,238	6,798	6,342	93.4	4,885	17,022	3,366,761	6,215	841	399,000
Piatt	13,970	14,659	—4.7	2,612	11,358	4,333	4,216	97.3	3,651	10,992	15,301,515	4,472	337	183,000
Pike	22,155	25,340	—12.6	3,564	18,591	7,216	6,797	94.2	5,581	15,895	15,931,232	6,506	794	363,000

(Continued on page 66)

47.2%

OF THE LISTENING HOMES IN DECATUR ARE TUNED TO

WSOY

WSOY 47.2%
STATION "A" 10.9%
STATION "B" 9.7%
STATION "C" (Local) . 8.0%

(April 1952 Conlan)
Individual copies on request

WSOY

CBS Radio Affiliate

DECATUR, ILLINOIS

ILLINOIS MARKET DATA BY COUNTIES

(Continued from page 65)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Pope	5,779	7,999	—27.8		5,779	1,774	1,637	92.3	1,417	1,993	1,729,652	1,236	*	*
Pulaski	13,639	15,875	—14.1		13,639	4,055	3,666	90.4	2,480	5,161	2,433,581	2,199	506	224,000
Putnam	4,746	5,289	—10.3		4,746	1,468	1,415	96.4	1,243	3,200	4,534,580	1,564		
Randolph	31,673	33,608	—5.8	8,965	22,708	8,700	8,222	94.5	6,285	25,808	8,453,143	7,940	2,493	1,492,000
Richland	16,889	17,137	—1.4	8,612	8,277	5,367	5,083	94.7	3,951	17,344	3,846,924	5,247	1,159	536,000
Rock Island	133,558	113,323	17.9	111,775	21,783	39,362	38,653	98.2	29,483	147,400	10,873,846	44,895	28,992	23,995,000
St. Clair	205,995	166,899	23.4	155,788	50,207	59,350	57,035	96.1	40,234	182,108	12,820,492	56,375	23,158	17,130,000
Saline	33,420	38,066	—12.2	15,499	17,921	10,663	10,034	94.1	8,319	28,594	3,628,350	7,872	335	189,000
Sangamon	131,484	117,912	11.5	97,371	34,113	40,826	39,724	97.3	28,802	161,035	27,807,710	39,447	12,398	8,735,000
Schuyler	9,613	11,430	—15.9	2,682	6,931	3,167	3,059	96.6	2,585	6,659	7,536,332	2,805	*	*
Scott	7,245	8,175	—11.4		7,245	2,311	2,179	94.3	1,775	5,893	6,619,032	2,046	156	45,000
Shelby	24,434	26,290	—7.1	4,462	19,972	7,795	7,452	95.6	6,279	17,731	15,795,327	7,150	646	388,000
Stark	8,721	8,881	—1.8		8,721	2,651	2,577	97.2	2,199	6,686	9,331,001	2,898	209	157,000
Stephenson	41,595	40,646	2.3	22,467	19,128	12,818	12,510	97.6	10,610	49,577	20,167,218	13,836	4,248	3,193,000
Tazewell	76,165	58,362	30.5	49,278	26,887	22,627	22,129	97.8	14,660	56,659	18,505,479	25,723	26,006	19,587,000
Union	20,500	21,528	—4.8	4,380	16,120	5,517	5,147	93.3	3,595	13,522	4,491,861	4,246	697	283,000
Vermillion	87,079	86,791	0.3	50,346	36,733	26,627	25,642	96.3	21,304	90,125	25,339,294	26,417	8,294	5,665,000
Wabash	14,651	13,724	6.8	8,732	5,919	4,549	4,331	95.2	3,219	14,457	2,567,077	4,630	1,017	693,000
Warren	21,981	21,286	3.3	10,193	11,788	6,656	6,443	96.8	5,458	24,645	21,661,854	6,859	576	317,000
Washington	14,460	15,801	—8.5		14,460	4,569	4,263	93.3	3,139	10,324	8,749,800	4,497	290	136,000
Wayne	20,933	22,092	—5.2	5,576	15,357	6,388	5,960	93.3	4,344	16,162	6,369,526	5,610	847	548,000
White	20,935	20,027	4.5	5,574	15,361	6,533	6,141	94.0	4,314	16,745	6,170,501	6,212	342	158,000
Whiteside	49,336	43,338	13.8	27,037	22,299	14,895	14,523	97.5	11,040	49,414	25,243,303	17,593	6,286	5,201,000
Will	134,336	114,210	17.6	90,457	43,879	37,366	36,693	98.2	26,692	132,048	20,646,703	40,902	13,067	10,585,000
Williamson	48,621	51,424	—5.5	26,985	21,636	15,757	14,875	94.4	11,609	36,002	2,003,668	12,301	2,036	1,220,000
Winnebago	152,385	121,178	25.8	125,447	26,938	45,848	45,298	98.8	32,303	193,686	14,675,549	55,281	33,546	27,751,000
Woodford	21,335	19,124	11.6		21,335	6,325	6,186	97.8	4,598	20,033	16,112,915	6,993	364	221,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

INDIANA

SPOT RATE FINDER

ANDERSON, 46,820 pop.; 15,179 homes; 97.9% radio; 14,860 radio homes; Madison Co.; TV alloc.: Chan. 61.

WCBC, 1kw-D, 1470kc

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	18.00	36.00	53.00	80.00

WHBU, 250w, 1240kc, ABC, CBS, Bolling, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	18.00	25.00	40.00
N	8.00	8.00	15.00	25.00	40.00	60.00

ANGOLA, 5,081 pop.; Steuben Co.; TV alloc.: Chan. 15.

BEDFORD, 12,562 pop.; 4,036 homes; 94.1% radio; 3,798 radio homes; Lawrence Co.; TV alloc.: Chan. 39.

WBIW, 250w, 1340kc, Grant, Conlan

D	5.00	5.00	8.00	15.00	25.00	40.00
N	6.00	6.00	12.00	20.00	30.00	50.00

BLOOMINGTON, 28,163 pop.; 6,942 homes; 94.9% radio; 6,588 radio homes; Monroe Co.; TV alloc.: Chans. 4 (WTTV (TV), now Chan. 10), *30, 36.

WFIU (FM), Chan. 279, 103.7mc, 33kw (CP)

WTTS, 5kw-D, 500w-N, 1370kc, Meeker, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	13.00	26.00	39.00	65.00

WTTV (TV), Chan. 10, 3.1kw-aur.; 6.2kw-vis., ABC, CBS, Dumont, NBC, Meeker

D	20.00	26.00	52.00	78.00	130.00	
N	30.00	40.00	80.00	120.00	200.00	

BOONVILLE, 5,092 pop.; Warrick Co.

WBNL, 250w-D, 1540kc, KBS

D	4.00	7.00	14.00	24.00	40.00	

COLUMBUS, 18,370 pop.; 5,752 homes; 97.5% radio; 5,608 radio homes; Bartholomew Co.; TV alloc.: Chan. 42.

WCSI, 250w-D, 1010kc, Rambeau, Conlan

D	8.00	8.00	12.00	24.00	36.00	60.00

WCSI-FM, Chan. 229, 93.7mc, 71kw

D	8.00	8.00	12.00	24.00	36.00	60.00
N	8.00	8.00	12.00	24.00	36.00	60.00

CONNERSVILLE, 15,550 pop.; 4,700 homes; 96.9% radio; 4,554 radio homes; Fayette Co.; TV alloc.: Chan. 38.

WCNB, 250w-D, 1580kc, Gill, Keefe & Perna

D	3.000	6.00	10.00	20.00	30.00	50.00

WCNB-FM, Chan. 262, 100.3mc, 10kw, Bonus daytime only.

N	1.00	2.00	4.00	8.00	12.00	20.00

ELKHART, 35,646 pop.; 11,344 homes; 98.3% radio; 11,151 radio homes; Elkhart Co.; TV alloc.: Chan. 52.

WTRC, 250w, 1340kc, NBC, Pearson

D	6.00	6.00	15.00	21.00	35.00	65.00
N	6.00	6.00	15.00	21.00	35.00	65.00

WTRC-FM, Chan. 264, 100.7mc, 33kw, Bonus

EVANSVILLE, 128,636 pop.; 39,411 homes; 95.6% radio; 37,677 radio homes; Vanderburgh Co.; TV alloc.: Chans. 7, 50, *56, 62.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	9.00	10.50	20.00	38.00	60.00	100.00
N	12.00	13.17	26.33	49.50	79.00	231.67

WEOA, 250w, 1400kc, CBS, Katz, Hooper

D	6.00	8.00	16.00	32.00	48.00	80.00
N	9.00	10.00	20.00	40.00	60.00	100.00

WGBF, 5kw-D, 1kw-N, 1280kc, NBC, Weed, Hooper

D	12.00	12.00	24.00	48.00	72.00	120.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WMLL (FM), Chan. 233, 94.5mc, 50kw, Bonus

WIKY, 250w-D, 820kc, Pearson, Hooper, Conlan

D	6.00	8.00	16.00	32.00	48.00	80.00

WIKY-FM, Chan. 281, 104.1mc, 20kw, Pearson, Bonus daytime only

N	3.00	4.00	8.00	16.00	24.00	40.00

WJPS, 5kw-D, 1kw-N, 1330kc, ABC, Hollingbery

D	11.50	20.00	34.00	60.00	100.00	
N	14.50	29.00	48.50	87.00	145.00	

FORT WAYNE, 133,607 pop.; 41,054 homes; 98.6% radio; 40,479 radio homes; Allen Co.; TV alloc.: Chans. 21, *27, 33.

4 AM affiliates, average 1-time rates

D	12.35	13.10	18.63	34.75	52.30	90.63
N	16.13	16.88	31.25	62.50	116.25	131.25

WANE, 250w, 1450kc, CBS, Bolling

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WGL, 1kw, 1250kc, ABC, Headley-Reed, Hooper, Conlan

D	9.40	9.40	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00

WKJG, 5kw, 1380kc, MBS, Raymer

D	12.00	12.00	20.00	30.00	60.00	90.00
N	15.00	15.00	30.00	60.00	90.00	140.00

WKJG-FM, Chan. 291, 106.1mc, 30kw, Bonus

WOWO, 10kw, 1190kc, NBC, Free & Peters, Doody, Conlan

D	21.00	24.00	30.00	60.00	90.00	150.00
N	27.00	30.00	50.00	100.00	150.00	250.00

WOWO-FM, Chan. 241, 96.1mc, 16.5kw, Bonus

GARY, 133,911 pop.; 37,292 homes; 97.0% radio; 36,173 radio homes; Lake Co.; TV alloc.: Chans. 50, *66.

2 AM non-affiliates, average 1-time rates

D	7.40	13.85	27.70	43.50	72.50	

WGRY, 500w-D, 1370kc

D	7.80	11.70	23.40	39.00	65.00	

WWCA, 1kw, 1270kc, Hooper

D	7.00	16.00	32.00	48.00	80.00	
N	7.00	16.00	32.00	48.00	80.00	

HAMMOND, 87,594 pop.; 25,187 homes; 98.7% radio; 24,860 radio homes; Lake Co.; TV alloc.: Chan. 56.

WJOB, 250w, 1230kc, McGillvra, Conlan

D	8.00	10.00	18.00	36.00	54.00	90.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WJIZ (FM), Chan. 222, 92.3mc, 10kw, McGillvra, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

(Continued on page 68)

* * *

MARKET INDICATORS FOR INDIANA

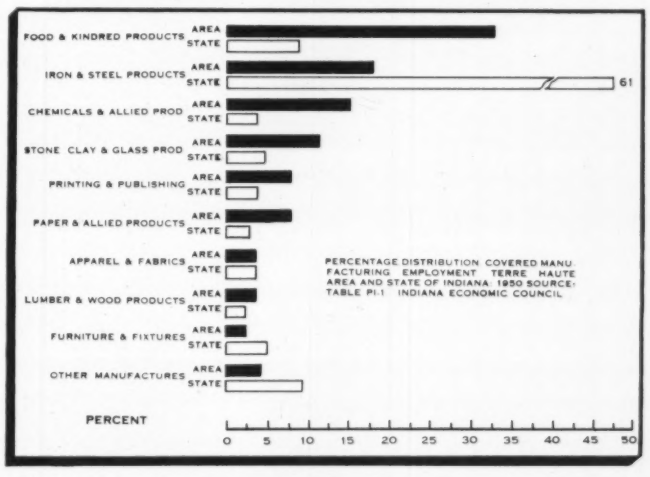
CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,934,224	'50	3,427,796	'40
Urban Population	2,357,196	'50	(1) 1,887,712	'40
Rural Population	1,577,028	'50	(1) 1,540,084	'40
Total Homes	1,169,314	'50	961,498	'40
Percentage Radio	96.5%	'50	88.2%	'40
Radio Homes	1,104,571	'50	826,604	'40
Retail Sales	$3,982,288,000	'51	$3,520,507,000	'48
Automobiles	1,513,025	'51	1,434,885	'50
Telephones	1,196,500	'52	732,200	'45
New Construction	$ 726,100,000	'51	$ 224,700,000	'40
Internal Revenue Collections	$1,195,460,954	'51	$ 973,283,542	'50

(1) Old urban definition of Census Bureau.
Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

GROWING FAST!

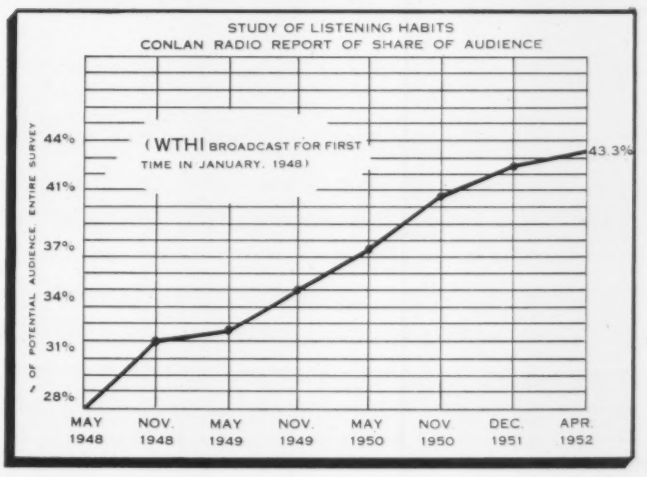
TERRE HAUTE AREA

... Spearhead of Industrial Development over all of Indiana!


FOOD & KINDRED PRODUCTS
IRON & STEEL PRODUCTS
CHEMICALS & ALLIED PROD
STONE CLAY & GLASS PROD
PRINTING & PUBLISHING
PAPER & ALLIED PRODUCTS
APPAREL & FABRICS
LUMBER & WOOD PRODUCTS
FURNITURE & FIXTURES
OTHER MANUFACTURES
AREA
STATE
61
PERCENTAGE DISTRIBUTION COVERED MANUFACTURING EMPLOYMENT TERRE HAUTE AREA AND STATE OF INDIANA 1950 SOURCE: TABLE P1-1 INDIANA ECONOMIC COUNCIL
PERCENT
0 5 10 15 20 25 30 35 40 45 50

CBS RADIO WTHI 1480 AM 99.9 FM

... Steady-Increased AUDIENCE SURPASSING COMMUNITY GROWTH!



... WTHI is your best medium in this RICH, GROWING and ISOLATED MARKET.

OUR MOTTO: "Aggressiveness with Imagination"

INDIANA

SPOT RATE FINDER

(Continued from page 66)

INDIANAPOLIS, 427,173 pop.; 131,826 homes; 97.4% radio; 128,398 radio homes; Marion Co.; TV alloc.: Chans. 6 (WFBM-TV), 8, 13, *20, 26, 67.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	15.40	16.55	27.13	53.70	81.50	140.00
N	25.50	26.75	51.33	99.75	154.25	267.25

WFBM, 5kw, 1260kc, CBS, Katz, Hooper

D	13.00	15.00	25.00	50.00	75.00	135.00
N	25.00	30.00	50.00	100.00	150.00	270.00

WFBM-TV, Chan. 6, 18.1kw-aur.; 28.2kw-vis.: ABC, CBS, DuMont, Katz

D	60.00	60.00	85.00	136.00	204.00	340.00
N	120.00	120.00	150.00	240.00	360.00	600.00

WIBC, 50kw-D, 10kw-N, 1070kc, MBS

D	....	18.00	30.00	60.00	90.00	150.00
N	25.00	25.00	60.00	120.00	180.00	300.00

WIRE, 5kw, 1430kc, NBC, Free & Peters

D	20.00	20.00		52.00	82.00	143.00
N	30.00	30.00		91.00	155.00	279.00

WISH, 5kw-D, 1kw-N, 1310kc, ABC, Bolling

D	13.20	13.20	26.40	52.80	79.00	132.00
N	22.00	22.00	44.00	88.00	132.00	220.00

WXLW, 1kw, 1590kc, IMS, Hooper

D	8.00	12.00	20.00	32.00	48.00	80.00
N	8.00	12.00	20.00	32.00	48.00	80.00

JASPER, 5,215 pop.; Dubois Co.; TV alloc.: Chan. 19.

WITZ, 1kw-D, 990kc

D	3.00	4.00	8.00	16.50	30.00	50.00

KOKOMO, 38,672 pop.; 11,796 homes; 97.3% radio; 11,478 radio homes; Howard Co.; TV alloc.: Chan. 31.

WIOU, 1kw, 1350kc, CBS, Weed

D	9.00	14.00	28.00	42.00	70.00
N	12.00	18.00	36.00	54.00	90.00

LAFAYETTE, 35,568 pop.; 10,981 homes; 97.4% radio; 10,695 radio homes; Tippecanoe Co.; TV alloc.: Chans. *47, 59.

WASK, 250w, 1450kc, MBS, Rambeau, Conlan

D	6.00	7.50	16.00	27.00	41.00	68.00
N	7.50	9.00	18.00	28.00	48.00	80.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WFAM (FM), Chan. 236, 95.1mc, 1.2kw, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D	2.50		6.00	8.80	11.80	21.80
N	2.50		6.00	8.80	11.80	21.80

LAPORTE, 17,882 pop.; 5,770 homes; 93.8% radio; 5,701 radio homes; LaPorte Co.

WLOI, 250w-D, 1540kc, McGillvra

D	11.04	22.08	33.12	55.20	

LEBANON, 7,631 pop.; Boone Co.; TV alloc.: Chan. 18.

WINL (FM), Chan. 288, 107.1mc, 0.59kw

N	2.00	2.50	6.00	12.50	20.00	35.00

LOGANSPORT, 21,031 pop.; 6,864 homes; 97.8% radio; 6,713 radio homes; Cass Co.; TV alloc.: Chan. 51.

WSAL, 250w, 1230kc, MBS

D	7.00	16.00	32.00	48.00	80.00
N	7.00	16.00	32.00	48.00	80.00

MADISON, 7,506 pop.; Jefferson Co.; TV alloc.: Chan. 25.

WORX (FM), Chan. 244, 96.7mc, 32kw

D	3.00	6.50	15.00	25.00	40.00
N	3.00	6.50	15.00	25.00	40.00

MARION, 30,081 pop.; 9,667 homes; 97.4% radio; 9,416 radio homes; Grant Co.; TV alloc.: Chan. 29.

WBAT, 250w, 1400kc, CBS, Meeker, Conlan

D	7.50	7.50	12.00	24.00	36.00	60.00
N	7.50	7.50	12.00	24.00	36.00	60.00

WMRI (FM), Chan. 295, 106.9mc, 34kw, Inland Radio

D	6.00	12.00	24.00	36.00	60.00
N	6.00	12.00	24.00	36.00	60.00

MICHIGAN CITY, 28,395 pop.; 7,807 homes; 98.6% radio; 7,698 radio homes; LaPorte Co.; TV alloc.: Chan. 62.

WIMS, 1kw-D, 500w-N, 1420kc, Rambeau

D	8.00	17.50	28.00	42.00	70.00

WIMS-FM, Chan. 228, 93.5mc, 1kw, Rambeau, Bonus daytime only.

N	1.50		5.00	10.00	20.00

MUNCIE, 58,479 pop.; 18,001 homes; 97.3% radio; 17,515 radio homes; Delaware Co.; TV alloc.: Chans. 49, 55, *71.

WLBC, 250w, 1340kc, CBS, Holman

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

WMUN (FM), Chan. 281, 104.1mc, 8.64kw

	SB	1M	5M	15M	30M	1 Hr
D				6.00	9.00	15.00
N				8.00	12.00	20.00

NEW ALBANY, 29,346 pop.; 9,190 homes; 95.6% radio; 8,786 radio homes; Floyd Co.

WLRP, 1kw-D, 1570kc

D	3.50	5.00	8.00	16.00	24.00	40.00

NEW CASTLE, 18,271 pop.; 5,796 homes; 97.9% radio; 5,674 radio homes; Henry Co.

WCTW (FM), Chan. 273, 102.5mc, 4kw, Scheerer

D	3.00	5.00	8.97	17.96	26.93	44.89
N	5.00	8.00	13.60	27.20	40.80	68.00

PORTLAND, 7,064 pop.; Jay Co.

WPGW, 500w-D, 1440kc

D	3.75	5.00	9.00	17.50	27.50	45.00

PRINCETON, 7,673 pop.; Gibson Co.

WRAY, 1kw-D, 1250kc, KBS

D	1.10	3.00	7.50	14.00	22.00	40.00

RICHMOND, 29,539 pop.; 12,215 homes; 97.9% radio; 11,958 radio homes; Wayne Co.; TV alloc.; Chan. 32.

WKBV, 250w, 1490kc, ABC, Meeker, SAMS

D	7.25	7.25	13.25	27.75	37.00	61.00
N	8.25	8.25	15.50	32.25	44.00	73.50

SALEM, 3,271 pop.; Washington Co.

WSLM, 250w-D, 1220kc

D	1.00	2.00		10.00	18.00	30.00

SEYMOUR, 9,629 pop.; Jackson Co.

WJCD, 500w-D, 1390kc

D	5.00		10.00	25.00	40.00	60.00

SHELBYVILLE, 11,734 pop.; 3,910 homes; 96.1% radio; 3,758 radio homes; Shelby Co.; TV alloc.: Chan. 58.

SOUTH BEND, 115,911 pop.; 34,486 homes; 97.9% radio; 33,762 radio homes; St. Joseph Co.; TV alloc.: Chans. 34, *40, 46.

2 AM affiliates, average 1-time rates

D	10.00	10.00	20.00	35.00	55.00	87.50
N	14.00	14.00	20.00	50.00	75.00	125.00

WHOT, 250w, 1490kc, ABC, Bolling

D	7.00	7.00	15.00	25.00	40.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJVA, 250w-D, 1580kc, Burn-Smith

D	4.00	6.00	10.00	23.00	34.00	57.50

WSBT, 5kw, 930kc, CBS, Raymer, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	13.00	13.00	25.00	45.00	70.00	115.00
N	18.00	18.00	20.00	60.00	90.00	150.00

TELL CITY, 5,735 pop.; Perry Co.; TV alloc.: Chan 31.

WTCJ, 250w, 1230kc

D	3.00	7.50	12.50	25.00	50.00	
N	3.00	7.50	12.50	25.00	50.00	

TERRE HAUTE, 64,214 pop.; 21,337 homes; 95.3% radio; 20,334 radio homes; Vigo Co.; TV alloc.: Chans. 10, *57, 63.

2 AM affiliates, average 1-time rate

D	8.00	7.50	16.00	32.00	48.00	80.00
N	11.00	11.00	22.00	44.00	66.00	110.00

WBOW, 250w, 1230kc, NBC, Weed, Conlan

D	8.00	7.00	16.00	32.00	48.00	80.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WBOW-FM, Chan. 266, 101.1mc, 20kw, Bonus

WTHI, 1kw, 1480kc, CBS, Bolling, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WTHI-FM, Chan. 268, 99.9mc, 7.4kw, Bolling, Bonus

VINCENNES, 18,831 pop.; 6,025 homes; 95.3% radio; 5,742 radio homes; Knox Co.; TV alloc.: Chan. 44.

WAOV, 250w, 1450kc, MBS, Free & Peters

D	3.60	3.60	7.20	14.40	21.60	36.00
N	4.50	4.50	12.00	24.00	36.00	60.00

WARSAW, 6,625 pop.; Kosciusko Co.

WKAM, 250w-D, 1220kc, Holman

D	5.00	8.00	16.00	24.00	40.00	

WRSW, 500w, 1480kc (CP)

WRSW-FM, Chan. 297, 107.3mc, 34kw

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WASHINGTON, 10,987 pop.; 3,483 homes; 95.7% radio; 3,333 radio homes; Daviess Co.; TV alloc.: Chan. 60.

WFML (FM), Chan. 293, 106.5mc, 14kw

D	3.00	5.00	8.00	17.00	25.00	42.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WEST LAFAYETTE, 11,873 pop.; 2,561 homes; 97.4% radio; 2,494 radio homes; Tippecanoe Co.

WGBF

EVANSVILLE, INDIANA

• Established 1923 • NBC Affiliate

HOOPER RADIO AUDIENCE INDEX

February-March 1952

8 AM-12 Noon—Mon.-Fri.	30.0
12 Noon-6 PM—Mon.-Fri.	31.6
6 PM-10:30 PM—Sun.-Sat.	39.0

EVANSVILLE

WGBF

1280 KC 5 KW

WBOW

TERRE HAUTE, INDIANA

• Established 1927 • NBC Affiliate

CONLAN Survey—% of Listening Homes

April 6-12, 1952

8 AM-12 Noon—Mon.-Sat.	42.4%
12 Noon-6 PM—Mon.-Sat.	48.9%
6 PM-11:00 PM—Sun.-Sat.	46.0%

TERRE HAUTE

WBOW

1230 KC 250 WATTS

INDIANA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1949 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Adams	22,393	21,254	5.4	7,271	15,122	6,291	6,033	96.7	4,779	19,507	$ 8,566,753	7,315	2,100	$1,538,000
Allen	183,722	155,034	18.5	140,314	43,408	54,892	53,959	98.3	39,150	222,777	14,774,985	58,570	31,801	27,384,000
Bartholomew	35,103	28,276	27.7	18,986	17,122	10,803	10,392	96.2	6,790	32,643	8,065,061	10,728	5,609	4,321,000
Benton	11,432	11,117	3.1		11,432	3,344	3,264	97.6	2,678	11,182	13,422,817	3,761	94	53,000
Blackford	14,026	13,783	1.8	7,453	6,570	4,343	4,217	97.1	3,538	13,999	3,540,277	4,485	1,472	956,000
Boone	23,993	22,081	8.7	7,631	16,362	7,625	7,412	97.2	5,891	25,386	13,320,663	7,906	1,019	719,000
Brown	6,209	6,189	0.3	6,209		1,732	1,568	90.4	952	2,092	749,016	1,726	12	3,000
Carroll	16,010	15,410	3.9	2,530	13,480	5,107	4,913	96.2	3,837	12,135	12,451,355	5,481	543	296,000
Cass	38,793	35,908	5.1	21,031	17,762	11,429	11,120	97.3	9,223	42,153	11,048,697	12,122	5,690	4,082,000
Clark	43,330	31,020	55.8	26,643	21,682	13,674	12,689	92.8	6,371	26,955	4,499,333	11,174	3,875	2,686,000
Clay	23,918	25,365	—5.7	8,434	15,484	7,761	7,326	94.4	5,728	17,040	5,076,979	7,013	1,399	911,000
Clinton	29,734	28,411	4.7	15,028	14,706	9,414	9,141	97.1	7,340	29,442	14,034,888	9,458	1,702	1,214,000
Crawford	9,289	10,171	—8.7		9,289	2,748	2,498	90.9	1,656	4,116	1,434,727	2,230	263	168,000
Daviess	26,762	26,163	2.3	10,987	15,775	7,821	7,352	94.0	5,364	21,235	7,914,565	6,919	960	568,000
Dearborn	25,141	23,053	9.1	9,536	15,555	7,326	6,982	95.3	5,231	21,144	3,556,050	7,590	5,301	3,700,000
Decatur	18,218	17,722	2.8	6,619	11,599	5,510	5,163	93.7	3,912	16,054	9,891,137	3,934	439	212,000
DeKalb	26,023	24,756	5.1	10,170	15,853	7,970	7,731	97.0	6,193	22,437	7,569,870	9,503	2,669	1,817,000
Delaware	90,252	74,963	20.4	58,479	31,773	27,308	26,653	97.6	19,877	83,685	10,037,340	28,551	15,330	12,705
Dubois	23,785	22,579	5.3	9,271	14,514	6,391	5,963	93.3	4,067	19,465	6,336,837	6,293	2,994	1,784
Elkhart	84,512	72,634	16.4	52,042	32,470	25,659	24,941	97.2	18,372	96,092	13,632,255	29,125	13,501	10,524,000
Fayette	23,391	19,411	20.5	15,550	7,841	6,820	6,538	96.6	4,839	22,782	4,867,152	6,828	5,968	4,878,000
Floyd	43,995	35,061	25.4	31,690	12,265	13,245	12,609	95.2	8,406	37,784	2,009,796	12,295	3,405	1,808,000
Fountain	17,836	18,299	—2.5	3,862	13,974	5,658	5,437	96.1	4,450	15,442	8,105,115	5,255	1,102	754,000
Franklin	16,034	14,412	11.5	2,538	13,496	4,240	3,977	93.8	2,766	8,636	6,034,283	3,560	301	144,000
Fulton	16,565	15,557	6.3	4,673	11,892	5,292	5,128	96.9	3,999	16,906	8,628,060	5,853	627	444,000
Gibson	30,720	30,709		11,212	19,508	9,405	8,916	94.8	6,812	26,875	8,337,935	8,675	1,235	860,000
Grant	62,156	55,813	11.4	40,464	21,692	18,607	18,160	97.6	14,058	57,526	10,990,919	18,331	7,950	5,303,000
Greene	27,886	31,330	—11.0	8,910	18,976	9,076	8,513	93.8	6,922	19,813	5,895,855	7,974	625	301,000
Hamilton	28,491	24,614	15.8	6,567	21,924	8,833	8,559	96.9	6,494	23,928	11,605,175	9,732	2,297	1,757,000
Hancock	20,332	17,302	17.5	6,159	14,173	6,376	6,153	96.5	4,514	16,331	7,773,327	6,657	411	242,000
Harrison	17,858	17,106	4.4		17,858	5,047	4,643	92.0	2,961	9,171	5,384,331	4,740	315	191,000
Hendricks	24,594	20,151	22.0	5,387	19,207	7,374	7,123	96.6	4,949	14,459	12,238,008	6,519	108	67,000
Henry	45,505	40,208	13.2	18,271	27,234	13,423	13,114	97.7	10,140	38,268	10,270,594	14,724	5,625	4,286,000
Howard	54,498	47,752	14.1	38,672	15,826	16,451	16,023	97.4	12,300	54,357	9,866,354	17,088	10,450	7,724,000
Huntington	31,400	29,931	4.9	15,079	16,321	9,794	9,539	97.4	7,702	29,514	9,520,580	10,802	3,172	1,982,000
Jackson	28,237	26,612	6.1	9,629	18,608	8,370	7,918	94.6	5,703	24,818	6,078,300	7,622	2,768	1,450,000
Jasper	17,031	14,397	18.3	4,072	12,959	4,704	4,539	96.5	3,214	15,023	13,842,942	5,253	137	72,000
Jay	23,157	22,601	2.5	9,909	13,248	7,309	7,068	96.7	5,713	19,381	7,047,464	7,966	2,945	2,016,000
Jefferson	21,613	19,912	8.5	7,506	14,107	5,768	5,387	93.4	3,930	16,707	4,303,830	4,973	941	442,000
Jennings	15,250	13,680	11.5	3,488	11,762	3,862	3,568	92.4	2,252	8,739	3,151,149	3,565	547	235,000
Johnson	26,183	22,493	16.4	13,049	13,134	7,868	7,522	95.6	5,415	21,477	8,752,564	8,496	1,717	1,095,000
Knox	43,415	43,973	—1.3	23,403	20,012	13,305	12,626	94.9	9,955	43,918	11,998,501	12,303	2,140	1,390,000
Kosciusko	33,002	29,561	11.6	6,625	26,377	10,368	10,026	96.7	7,381	31,666	15,309,533	11,641	2,003	1,279,000
Lagrange	15,347	14,352	6.9		15,347	4,284	4,138	96.6	2,846	10,199	8,117,332	4,284	135	80,000
Lake	368,152	293,195	25.9	341,696	26,456	102,088	99,842	97.8	69,917	420,849	9,567,946	94,577	99,717	90,333,000
LaPorte	76,808	63,660	20.7	46,277	30,531	22,276	21,830	98.0	15,219	77,677	11,627,168	22,458	12,410	8,091,000
Lawrence	34,346	35,045	—2.0	15,807	18,539	10,239	9,635	94.1	7,655	27,309	3,310,058	9,458	10,389	8,602,000
Madison	103,911	88,575	17.3	63,329	40,582	31,734	31,068	97.9	22,920	100,525	11,973,140	32,651	22,936	17,788,000
Marion	551,777	430,926	19.7	502,375	49,402	167,737	163,544	97.5	120,282	714,386	8,739,669	170,732	80,761	64,976,000
Marshall	29,458	25,935	13.9	9,368	20,100	8,933	8,629	96.6	6,094	29,811	11,528,111	9,891	1,590	1,099,000
Martin	10,678	10,300	3.7		10,678	2,972	2,749	92.5	1,648	5,290	1,453,456	2,532	567	241,000
Miami	28,201	27,926	1.0	13,303	14,893	8,935	8,685	97.2	7,215	25,334	9,337,808	9,058	2,204	1,328,000
Monroe	50,080	36,534	37.1	28,163	21,917	12,888	12,140	94.2	7,868	36,833	2,195,522	12,890	3,674	2,049,000
Montgomery	29,122	27,231	6.9	12,551	16,271	9,153	8,842	96.6	7,160	29,126	14,168,192	9,771	2,567	1,812,000
Morgan	23,726	19,801	19.8	5,991	17,735	7,132	6,718	94.2	4,296	18,552	6,456,766	7,658	544	315,000
Newton	11,006	10,775	2.1		11,006	3,374	3,259	96.6	2,479	11,087	9,333,663	3,694	292	169,000
Noble	25,075	22,776	10.1	6,119	18,956	7,645	7,403	96.9	5,634	25,851	9,227,044	8,619	2,084	1,255,000
Ohio	4,223	3,782	11.7		4,223	1,282	1,203	93.8	854	2,250	1,413,973	1,300	92	56,000
Orange	16,879	17,311	—2.5	2,575	14,304	4,954	4,651	93.7	3,339	10,749	3,546,454	4,156	1,130	487,000
Owen	11,763	12,090	—2.7		11,763	3,613	3,328	92.1	2,296	6,849	2,790,378	3,322	220	109,000
Parke	15,674	17,353	—9.7		15,674	4,907	4,632	94.4	3,814	10,896	7,738,889	4,711	236	132,000
Perry	17,367	17,700	—2.3	5,735	11,632	4,865	4,456	91.6	3,033	11,186	1,950,684	4,062	3,297	1,916,000
Pike	14,995	17,045	—12.0	3,035	11,960	4,617	4,263	92.4	3,242	10,449	3,184,892	3,877	69	25,000
Porter	40,076	27,836	44.0	16,034	23,992	11,188	10,931	97.7	6,867	33,530	8,399,690	12,253	1,801	1,220,000
Posey	19,818	19,183	3.3	6,150	13,668	5,329	5,409	92.8	4,000	14,149	7,488,031	5,697	571	375,000
Pulaski	12,493	12,053	3.6		12,493	3,654	3,464	94.8	2,493	11,153	8,974,438	4,111	280	117,000
Putnam	22,950	20,839	10.1	6,838	16,032	6,344	6,034	95.9	4,867	19,375	9,601,713	6,209	432	267,000
Randolph	27,141	26,766	1.4	9,039	18,102	8,707	8,420	96.7	6,855	23,341	11,311,993	11,834	3,132	1,811,000
Ripley	13,763	13,893	—0.7	3,194	15,569	5,478	5,122	93.5	3,722	16,692	5,414,370	5,692	1,282	835,000
Rush	19,799	13,927	4.6	6,761	13,038	5,863	5,652	96.4	4,712	17,388	13,693,232	3,853	1,000	620,000
St. Joseph	205,053	161,823	26.7	167,633	37,420	59,122	57,762	97.7	40,180	262,640	9,226,329	64,253	49,086	45,582,000
Scott	11,519	8,978	28.3	5,659	5,860	3,353	3,160	94.1	1,888	8,815	1,846,908	2,968	1,404	656,000
Shelby	28,026	25,953	8.0	11,734	16,292	8,839	8,516	95.8	6,547	26,363	10,293,108	8,993	2,730	1,598,000
Spencer	16,174	16,211	—0.2		16,174	4,576	4,224	92.3	2,872	9,416	6,152,117	3,994	188	103,000
Starke	15,232	12,253	24.7	3,034	12,245	4,439	4,233	94.3	2,615	14,219	7,351,376	4,837	227	100,000
Steuben	17,037	13,740	24.4	5,081	12,005	5,221	5,028	96.3	3,455	19,110	5,944,526	6,125	322	224,000
Sullivan	23,667	27,014	—12.4	5,423	13,244	7,832	7,378	94.2	5,940	17,429	6,496,217	5,409	162	75,000
Switzerland	7,599	8,167	—7.0		7,599	2,341	2,191	93.6	1,676	3,344	2,959,417	2,099	208	70,000
Tippecanoe	74,473	51,020	45.0	47,441	27,032	19,954	19,455	97.5	12,781	72,370	13,660,161	21,166	6,016	5,018,000
Tipton	15,566	15,135	2.8	5,633	9,933	4,701	4,539	97.2	3,872	10,659	9,080,890	5,122	672	392,000
Union	6,412	6,017	6.6		6,412	1,938	1,870	96.5	1,522	5,439	4,461,779	2,085	86	58,000
Vanderburgh	160,422	130,733	22.7	137,573	22,849	47,644	45,643	95.8	31,356	176,085	4,666,473	43,157	28,324	21,927,000
Vermillion	19,723	21,787	—9.5	6,462	13,261	6,297	6,014	95.5	5,297	15,589	5,455,638	5,319	329	165,000
Vigo	105,160	99,709	5.5	78,023	27,132	33,512	31,937	95.3	25,651	116,237	6,653,007	27,960	10,074	7,066,000
Wabash	29,047	26,601	9.2	14,598	14,449	8,787	8,532	97.1	6,708	27,225	11,494,168	9,772	4,239	2,920,000
Warren	8,535	9,055	—5.7		8,535	2,618	2,511	95.9	2,075	4,049	8,160,665	2,778	20	4,000
Warrick	21,527	19,435	10.8	5,092	16,435	6,390	5,962	93.3	3,833	14,674	3,843,017	5,774	339	135,000
Washington	16,520	17,003	—2.9	3,271	13,249	4,907	4,539	92.5	3,210	13,997	7,353,701	5,542	692	357,000
Wayne	68,556	59,229	15.8	42,093	26,458	20,120	19,677	97.8	14,864	75,643	12,001,841	21,425	9,391	7,407,000
Wells	19,534	19,099	2.4	6,076	13,458	6,123	5,939	97.0	4,776	17,043	9,261,104	7,096	570	381,000
White	18,042	17,037	5.9	3,487	14,575	5,675	5,465	96.3	4,055	14,716	13,642,959	6,182	1,087	582,000
Whitley	18,828	17,001	10.7	4,745	14,083	5,785	5,606	96.9	4,280	17,260	8,086,889	6,895	1,180	738,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

IOWA

MARKET INDICATORS FOR IOWA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,621,073	'50	2,538,268	'40
Urban Population	1,250,938	'50	(1) 1,084,231	'40
Rural Population	1,391,640	'50	(1) 1,454,037	'40
Total Homes	780,969	'50	701,824	'40
Percentage Radio	97.1%	'50	90.2%	'40
Radio Homes	734,046	'50	617,006	'40
Retail Sales	$2,848,300,000	'51	$2,553,851,000	'48
Automobiles	1,100,191	'51	1,072,290	'50
Telephones	843,500	'52	606,500	'45
New Construction	$ 316,800,000	'47	$ 138,500,000	'40
Farm Income	$1,635,350,322	'49	$1,152,402,548	'44
Internal Revenue Collections	$ 437,643,616	'51	$ 345,223,492	'50

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

(1) Old urban definition of Census Bureau.

* * *

SPOT RATE FINDER

ALGONA, 5,415 pop.; Kossuth Co.; TV alloc.: Chan. 37.

AMES, 22,898 pop.; 5,858 homes; 99.2% radio; 5,811 radio homes; Story Co.; TV alloc.: Chans. 5(WOI-TV, now Chan. 4), 25.
KASI, 1kw-D, 1430kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	9.00	15.00	22.50	37.50

WOI-TV, Chan. 4, 8.0kw-aur.; 15.6kw-vis.; ABC, CBS, DuMont, NBC, Weed

D	50.00	50.00	60.00	100.00	150.00	250.00
N	80.00	80.00	100.00	160.00	240.00	400.00

ATLANTIC, 6,480 pop.; Cass Co.; TV alloc.: Chan. 45.
KJAN, 250w-D, 1220kc, KBS Biddick

D		5.00	10.00	18.33	30.00	50.00

BOONE, 12,164 pop.; 3,967 homes; 97.6% radio; 3,812 radio homes; Boone Co.; TV alloc.: Chan. 19.
KWBG, 1kw-D, 500w-N, 1590kc

D	6.00	7.00	12.00	24.00	36.00	60.00
N	6.00	7.00	12.00	24.00	36.00	60.00

BURLINGTON, 30,613 pop.; 9,757 homes; 96.5% radio; 9,415 radio homes; Des Moines Co.; TV alloc.: Chans. 32, 38.
KBUR, 250w, 1490kc, ABC, Taylor, Conlan

D	8.00	8.00	11.00	26.00	36.00	60.00
N	10.00	10.00	20.00	40.00	50.00	90.00

CARROLL, 6,231 pop.; Carroll Co.; TV alloc : Chan. 39.
KCIM, 1kw, 1380kc

D	3.45		9.20	18.40	27.60	46.00
N	4.60		11.50	23.00	34.50	57.50

CEDAR RAPIDS, 72,296 pop.; 22,672 homes; 97.9% radio; 22,196 radio homes; Linn Co.; TV alloc.: Chans. 2, 9, 20, *26.

2 AM affiliates, average 1-time rates

D	16.00	17.00	19.75	39.75	59.00	98.00
N	23.00	25.00	32.50	65.00	107.50	187.50

KCRG, 5kw, 1600kc, MBS, Burn-Smith

D			11.50	22.50	34.00	56.00
N		15.00	25.00	50.00	75.00	125.00

KCRK (FM), Chan. 245, 96.9mc, 40kw, Bonus
KWCR 250w, 1450kc, Pearson

D	4.00	5.00	8.00	14.00	24.00	40.00
N	6.00	7.00	12.00	20.00	30.00	50.00

WMT, 5kw, 600kc, CBS, Katz, Hooper, BMB

D	16.00	24.00	28.00	56.00	84.00	140.00
N	23.00	35.00	40.00	80.00	140.00	250.00

CENTERVILLE, 7,625 pop.; Appanoose Co.; TV alloc.: Chan. 31.
KCOG, 100w, 1400kc

D		3.75	8.00	17.00	23.00	40.00
N		5.00	10.00	20.00	30.00	50.00

CHARLES CITY, 10,309 pop.; 3,166 homes; 98.1% radio; 3,106 radio homes; Floyd Co.; TV alloc.: Chan. 18.
KCHA, 250w-D, 1580kc, McGillvra

D	4.30	5.70	11.45	22.85	34.30	57.45

CHEROKEE, 7,705 pop.; Cherokee Co.; TV alloc.: Chan. 14.

CLINTON, 30,379 pop.; 9,306 homes; 97.9% radio; 9,111 radio homes; Clinton Co.; TV alloc.: Chan. 64.
KROS, 250w, 1340kc, MBS, Pearson, Conlan

D	5.50	7.50	15.00	25.00	40.00	60.00
N	7.00	9.00	20.00	35.00	60.00	90.00

KROS-FM, Chan. 241, 96.1mc, 14kw, Pearson, Bonus

COUNCIL BLUFFS, 45,439 pop.; 13,643 homes; 96.6% radio; 13,179 radio homes; Pottawattamie Co.
KSWI, 500w-D, 1560kc, Everett-McKinney

D	6.00	7.00	12.00	24.00	36.00	60.00

KFMX (FM), Chan. 241, 96.1mc, 12kw

D	3.25	3.50	4.00	8.00	12.00	20.00
N	3.25	3.50	4.00	8.00	12.00	20.00

CRESTON, 8,317 pop.; Union Co.; TV alloc.: Chan. 43.
KSIB, 1kw-D, 1520kc, Pearson, Conlan

D	5.00	6.00	8.00	14.00	24.00	30.00

DAVENPORT, 74,549 pop.; 22,295 homes; 97.9% radio; 21,827 radio homes; Scott Co.; TV alloc. (Davenport-Rock Island, Ill.-Moline, Ill.): Chans. 4(WHBF-TV Rock Island), 6(WOC-TV Davenport, now Chan. 5), *30, 36, 42.

2 AM affiliates, average 1-time rates

D	9.00	11.50	15.00	33.00	56.00	92.50
N	13.00	17.25	20.00	50.00	86.50	155.00

KSTT, 1kw, 1170kc, MBS, Sears & Ayer

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	15.00	26.00	40.00	65.00
N	8.00	12.00	20.00	40.00	65.00	130.00

WOC, 5kw, 1420kc, NBC, Free & Peters

D	12.00	15.00		40.00	72.00	120.00
N	18.00	22.50		60.00	108.00	180.00

WOC-FM, Chan. 279, 103.7mc, 47kw, Bonus
WOC-TV, Chan. 5, 12.5kw-aur.; 22.9kw-vis., NBC, Free & Peters

D	40.00	40.00	42.50	70.00	105.00	175.00
N	60.00	60.00	75.00	120.00	180.00	300.00

DECORAH, 6,060 pop.; Winneshiek Co.; TV alloc.: Chan. 44.

* * *

KDEC, 250w, 1240kc, MBS, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.50	5.00	10.00	18.00	28.00	48.00
N	4.50	5.00	10.00	18.00	28.00	48.00

DES MOINES, 177,965 pop.; 56,159 homes; 97.9% radio; 54,980 radio homes; Polk Co.; TV alloc.: Chans. 8, *11, 13, 17, 23.

4 AM affiliates, average 1-time rates

D	15.50	22.75	32.75	56.25	85.00	140.00
N	28.75	40.00	53.50	91.00	149.00	265.00

2 AM non-affiliates, average 1-time rates

D	7.00	9.00	14.00	24.00	36.00	60.00
N	8.00	9.50	20.00	30.00	48.00	80.00

KCBC, 1kw, 1390kc, Forjoe

D		10.00		24.00	36.00	60.00
N		10.00		24.00	36.00	60.00

KCBC-FM, Chan. 231, 94.1mc, 5kw (See Transit Radio listing)
KIOA, 1kw-D, 5kw-N, 940kc, MBS, AM Radio Sales, BMB

D	6.00	9.00	15.00	25.00	40.00	60.00
N	8.00	12.00	25.00	40.00	60.00	100.00

KRNT, 5kw, 1350kc, CBS, Katz, Hooper

D	12.00	18.00	24.00	40.00	60.00	100.00
N	16.00	24.00	30.00	50.00	100.00	200.00

KRNT-FM, Chan. 283, 104.5mc, 8kw, Katz, Bonus
KSO, 5kw, 1460kc, ABC

D	10.00	14.00	20.00	40.00	60.00	100.00
N	16.00	24.00	25.00	50.00	100.00	200.00

KSO-FM, Chan. 247, 97.3mc, 254kw (Rates not listed)

* * *

KWDM, 1kw, 1150kc

	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.00	14.00	24.00	36.00	60.00
N	8.00	9.00	20.00	36.00	60.00	100.00

WHO, 50kw, 1040kc, NBC, Free & Peters, BMB

D	34.00	50.00	72.00	120.00	180.00	300.00
N	75.00	100.00	134.00	224.00	336.00	560.00

WHO-FM, Chan. 262, 100.3mc, 400kw

DUBUQUE, 49,671 pop.; 13,426 homes; 97.4% radio; 13,077 radio homes; Dubuque Co.; TV alloc.: Chans. 56, 62.

2 AM affiliates, average 1-time rates

D	6.25	6.25	10.50	18.50	29.00	50.00
N	7.00	7.00	13.50	24.50	38.00	65.00

KDTH, 1kw, 1370kc, NBC, Pearson, Conlan

D	8.00	8.00	15.00	25.00	40.00	70.00
N	8.00	8.00	15.00	25.00	40.00	70.00

KDTH-FM, Chan. 263, 100.5mc, 50kw, Pearson

N		4.00	10.00	20.00	36.00	50.00

WDBQ, 250w, 1490kc, ABC, MBS, Meeker

D	4.50	4.50	6.00	12.00	18.00	30.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WDBQ-FM, Chan. 277, 103.3mc, 15kw, Meeker, Bonus

ESTHERVILLE, 6,719 pop.; Emmet Co.; TV alloc.: Chan. 24.

FAIRFIELD, 7,299 pop.; Jefferson Co.; TV alloc.: Chan. 54.

FORT DODGE, 25,115 pop.; 7,631 homes; 97.3% radio; 7,425 radio homes; Webster Co.; TV alloc.: Chan. 21.
KVFD, 250w, 1400kc, MBS, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	28.00	48.00
N	6.00	7.00	16.00	32.00	48.00	80.00

KFMY (FM), Chan. 274, 102.7mc, 7.2kw, Pearson, Bonus

FORT MADISON, 14,954 pop.; 4,459 homes; 97.1% radio; 4,330 radio homes; Lee Co.; TV alloc.: Chan. 50.
KXGI, 500w-D, 1360kc

D			14.00	24.00	36.00	50.00
N			20.00	32.00	42.00	64.00

GRINNELL, 6,828 pop.; Poweskiek Co.; TV alloc.: Chan. 46.

IOWA CITY, 27,212 pop.; 6,733 homes; 98.0% radio; 6,598 radio homes; Johnson Co.; TV alloc.: Chans. *12, 24.
KXIC, 1kw-D, 800kc

D	3.75	8.75	10.50	21.00	35.00	56.00

KEOKUK, 16,144 pop.; 5,109 homes; 95.3% radio; 4,869 radio homes; Lee Co.; TV alloc.: Chan. 44.
KOKX, 1kw-D, 500w-N, 1310kc.

D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	20.00	40.00	60.00	100.00

KOKX-FM, Chan. 274, 102.7mc, 3.7kw (Bonus guaranteed only on payment of FM fees)

D	3.00	4.00	6.00	12.00	18.00	30.00
N	4.00	5.00	10.00	20.00	30.00	50.00

KNOXVILLE, 7,625 pop.; Marion Co.; TV alloc.: Chan. 33.

(Continued on page 72)

annual cash farm income, $2.125 billion; value of manufactured products, $2.7 billion. 97% radio saturated

our 30th year

whose study #2 revealed WMT's total weekly family listening as 338,480 (in 87 counties)

IOWA

CEDAR RAPIDS

(Linn County)

where WMT has 2 listeners for every 1 shared by all other stations combined

WMT

(Established 1922)

Basic CBS Network

NARTB

Rates effective June 1, 1951. (Card No. 18. Card received May 15, 1951.

Owned and operated by American Broadcasting Stations, Inc.

Business Office and Studios—5th floor Paramount Theatre Bldg., Cedar Rapids, Iowa, telephone 6127.

Transmitter—1-1/2 miles east and 1-1/2 miles north of Marion, Iowa.

Wave—Power—Time

Operating power—5,000 watts.

500 meters; 600 kilocycles.

Licensed to operate full time. Operates on Central Time.

Daylight Savings Time not observed.

Operating schedule: Week days 5:00 a.m. to 1:00 a.m.; Sunday 6:30 a.m. to 1:00 a.m.

Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills due and payable 10th of following month.

General Advertising

For combination rates see CBS Radio Network (Basic Network).

Rates include music copyright fees. BMI, ASCAP and SESAC licenses.

Programs and announcements cannot be combined for the purpose of earning larger discounts.

Announcements run adjacent to higher time classifications will be charged at the rate of the higher classification.

Advertising of alcoholic beverages other than beer and wine not accepted; beer and wine programs only acceptable after 8:00 p.m.

Length of commercial copy:

	Programs—Day	Programs—Evening	News—Day & Eve
5 minutes	1:30 min.	1:15 min.	1:15 min.
10 minutes	2:15 min.	2:00 min.	2:00 min.
15 minutes	3:00 min.	2:30 min.	2:30 min.
25 minutes	4:00 min.	2:45 min.	
30 minutes	4:15 min.	3:00 min.	
45 minutes	5:30 min.	4:30 min.	
60 minutes	7:00 min.	6:00 min.	

When practicable management suggests copy be held below the maximum quoted above.

Exclusive CBS Radio outlet in Eastern Iowa

Iowa's best frequency for receptivity

CLASS "A"

(6:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 ti.	250.00	140.00	80.00	60.00	40.00	25.00	23.00
26 ti.	237.50	133.00	76.00	57.00	38.00	23.75	21.85
52 ti.	225.00	126.00	72.00	54.00	36.00	22.50	20.70
104 ti.	212.50	119.00	68.00	51.00	34.00	21.25	19.55
156 ti.	200.00	112.00	64.00	48.00	32.00	20.00	18.40
260 ti.	187.50	105.00	60.00	45.00	30.00	18.75	17.25
312 ti.	.....	.....	.....	.....	.....	17.75	16.30
500 ti.	.....	.....	.....	.....	.....	16.90	15.50

Eve. share of audience: 72.2. (Hooper)

Last year 241 advertisers used WMT; 187 of them are on a 52-week basis!

CLASS "B"

(12:00 noon to 1:00 p.m. and 10:00 p.m. to 10:15 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 ti.	175.00	105.00	70.00	52.50	35.00	30.00	26.00
26 ti.	166.25	99.75	66.50	49.90	33.25	28.50	19.00
52 ti.	157.50	94.50	63.00	47.25	31.50	27.00	18.00
104 ti.	148.75	89.25	59.50	44.65	29.75	25.50	17.00
156 ti.	140.00	84.00	56.00	42.00	28.00	24.00	16.00
260 ti.	131.25	78.75	52.50	39.40	26.25	22.50	15.00
312 ti.	.....	.....	.....	.....	.....	21.75	14.50
500 ti.	.....	.....	.....	.....	.....	20.25	13.50

CLASS "C"

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:15 p.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 ti.	140.00	84.00	56.00	42.00	28.00	24.00	16.00
26 ti.	133.00	79.80	53.20	39.90	26.60	22.80	15.20
52 ti.	126.00	75.60	50.40	37.80	25.20	21.60	14.40
104 ti.	119.00	71.40	47.60	35.70	23.80	20.40	13.60
156 ti.	112.00	67.20	44.80	33.60	22.40	19.20	12.80
260 ti.	105.00	63.00	42.00	31.50	21.00	18.00	12.00
312 ti.	.....	.....	.....	.....	.....	17.40	11.60
500 ti.	.....	.....	.....	.....	.....	16.20	10.80

a.m. share of audience 80.4 (Hooper)

afternoon share of audience 69.1 (Hooper)

CLASS "D"

(Before 7:00 a.m. and after 10:30 p.m.)

1 ti.	112.50	67.50	45.00	33.75	22.50	18.00	12.00
26 ti.	106.90	64.15	42.75	32.05	21.40	17.10	11.40
52 ti.	101.25	60.75	40.50	30.40	20.25	16.20	10.80
104 ti.	95.60	57.50	38.25	28.70	19.15	15.30	10.20
156 ti.	90.00	54.00	36.00	27.00	18.00	14.40	9.60
260 ti.	84.40	50.65	33.75	25.30	16.90	13.50	9.00
312 ti.	.....	.....	.....	.....	.....	13.05	8.70
500 ti.	.....	.....	.....	.....	.....	12.15	8.10

(*)Station break.

SPECIAL FEATURES

News service—UP, AP, INS.

News service charge—1/4 hour, 10.00; 5 minutes, 5.00 net.

Strip Rates—Six periods per week (approximately 13 minutes) before 6:30 a.m. and after 10:45 p.m. daily except Sunday:

	Per wk.	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
6 times	140.00	133.00	126.00	119.00	112.00	
3 times	84.00	79.80	75.60	71.40	67.20	

The Sunrise Hour—Farm program, Monday through Saturday, 5:00 a.m. to 7:00 a.m. Available strips include a general program of news and live entertainment from 5:00 a.m. to 6:00 a.m.; news strip, 6:15 a.m. to 6:30 a.m.; transcribed musical feature, 6:30 a.m. to 6:45 a.m.; "Farm Forum," 6:45 a.m. to 7:00 a.m. Rates on request.

Sports—Sponsorship of Tait Cummin's sports broadcasts available on two, three, five or six per week basis. Rates on request.

"Midnight Serenade"—12:00 midnight to 1:00 a.m., seven days per week, sold on a daily rotating spot announcement participation basis, 1/2 Class "D" spot announcement rate, with frequency discounts as earned.

POLITICAL

One time rates apply; payable in advance. Copy of political speeches or interviews must be submitted 24 hours in advance and left as permanent record.

TALENT AND REMOTE CONTROL

Rates and details on request.

TRANSCRIPTIONS

Vertical and lateral.

Transcriptions accepted at regular rates.

Phonograph records accepted at all hours.

Library Service—Lang-Worth, Thesaurus.

Instantaneous reference recordings: Original auditions and program changes furnished without charge. Additional transcriptions, 1/4 hour 5.00 plus shipping charge.

SERVICE FACILITIES

Additional charge made when special announcers are assigned to programs outside of their regular shift.

Closing Time

All program content and advertising copy must be received at least 48 hours in advance.

Personnel

General Manager—W. B. Quarton.

Commercial Manager—Lewis Van Nostrand.

Prom. & Merchandising Mgr.—Leo F. Cole.

Representatives

The Katz Agency, Inc.

Plus 38 Iowa regional correspondents

which see for further data & dotted line talk.

IOWA

SPOT RATE FINDER

(Continued from page 70)

MARSHALLTOWN, 19,821 pop.; 6,287 homes; 97.6% radio; 6,135 radio homes; Marshall Co.; TV alloc.: Chan. 49.
KFJB, 250w, 1230kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.80	4.80	11.00	18.00	30.00	50.00
N	6.00	6.00	12.50	20.00	35.00	60.00

MASON CITY, 27,980 pop.; 8,523 homes; 97.5% radio; 8,115 radio homes; Cerro Gordo Co.; TV alloc.: Chans. 3, 35.

2 AM affiliates, average 1-time rates

D	7.90	8.65	13.00	26.00	39.75	64.25
N	9.75	10.75	14.00	33.00	55.50	94.00

KGLO, 5kw, 1300kc, CBS, Weed, Hooper

D	11.80	11.80	18.50	37.00	55.50	92.50
N	14.00	14.00	28.00	56.00	84.00	140.00

KGLO-FM, Chan. 266, 101.1mc, 16kw, Weed, Bonus
KRIB, 250w, 1490kc, MBS, Pearson

D	4.00	5.50	7.50	15.00	24.00	36.00
N	5.50	7.50	10.00	20.00	29.00	48.00

KSMN, 1kw-D, 1010kc

D	5.00	6.00	14.00	24.00	36.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

MUSCATINE, 19,041 pop.; 6,205 homes; 96.4% radio; 5,932 radio homes; Muscatine Co.; TV alloc.: Chan. 58.
KWPC, 250w-D, 860kc, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	18.00	30.00	50.00

KWPC-FM, Chan. 259, 99.7mc, 0.8kw (Bonus daytime only)

N	2.40	3.00	6.40	11.52	19.20	32.00

NEWTON, 11,723 pop.; 3,636 homes; 97.5% radio; 3,545 radio homes; Jasper Co.; TV alloc.: Chan. 29.
OELWEIN, 7,858 pop.; Fayette Co.; TV alloc.: Chan. 23.
KOEL, 500w, 950kc

D	4.00	5.00	9.05	22.65	34.00	56.65
N	5.00	6.00	10.90	27.75	40.80	68.00

OSKALOOSA, 11,124 pop.; 3,825 homes; 96.6% radio; 3,695 radio homes; Mahaska Co.; TV alloc.: Chan. 52.
KBOE, 250w-D, 740kc, McGillvra

D	5.10	7.80	15.60	23.45	39.00	
N	8.75	12.50	25.00	37.50	62.50	

OTTUMWA, 33,631 pop.; 10,626 homes; 97.0% radio; 10,307 radio homes; Wapello Co.; TV alloc.: Chan. 15.
KBIZ, 250w, 1240kc, MBS

D	4.70			15.65	23.45	39.05
N	7:50			25.00	37.50	62.50

RED OAK, 6,526 pop.; Montgomery Co.; TV alloc.: Chan. 32.
KRAO, 500w-D, 1600kc (CP)

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.00	11.50	17.50	32.00	51.50	85.00
N	10.50	14.00	24.50	43.50	76.50	127.50

KFNF, 1kw-D, 590w-N, 920kc, MBS, Pearson

D	6.00	8.00	13.00	32.00	48.00	80.00
N	6.00	8.00	13.00	32.00	48.00	80.00

KMA, 5kw, 960kc, ABC, Avery-Knodel, BMB, Conlan, Pulse

D	10.00	15.00	19.20	32.00	55.00	90.00
N	15.00	20.00	33.00	55.00	105.00	175.00

SIOUX CITY, 83,991 pop.; 25,510 homes; 97.0% radio; 24,745 radio homes; Woodbury Co.; TV alloc.: Chans. 4, 9, *30, 36.

2 AM affiliates, average 1-time rates

D	12.00	10.50	13.00	23.00	39.00	65.00
N	18.00	16.50	23.50	57.00	85.50	142.50

KCOM, 1kw, 620kc

D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	20.00	40.00	60.00	100.00

KSCJ, 5kw, 1360kc, ABC, Hollingbery

D	12.00	12.00	14.00	28.00	42.00	70.00
N	18.00	18.00	32.00	64.00	96.00	160.00

KSCJ-FM, Chan. 235, 94.9mc, 12kw, Hollingbery

D	1.80	1.80	2.40	4.80	7.20	12.00
N	3.60	3.60	4.80	9.60	14.40	24.00

KTRI, 5kw, 1470kc, MBS, Taylor, Conlan

D	9.00	12.00	24.00	36.00	60.00	
N	15.00	25.00	50.00	75.00	125.00	

SPENCER, 7,446 pop.; Clay Co.; TV alloc.: Chan. 42.

* * *

KICD, 250w, 1240kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	30.00	50.00
N	6.00	7.00	13.00	32.00	48.00	80.00

STORM LAKE, 6,954 pop.; Buen Vista Co.; TV alloc.: Chan. 34.
KAYL, 250w-D, 990kc

D			9.18	18.36	30.60	51.00
N			13.50	27.00	45.00	75.00

KAYL-FM, Chan. 268, 101.5mc, 8.9kw, Bonus

WATERLOO, 65,198 pop.; 19,519 homes; 93.1% radio; 19,148 radio homes; Black Hawk Co.; TV alloc.: Chans. 7, 16, *22.

2 AM affiliates, average 1-time rates

D	10.25	11.25	23.00	46.00	75.00	125.00
N	17.50	18.50	41.00	77.00	120.50	205.00

KBOX, 1kw-D, 1090kc, McGillvra

D	5.60		23.50	37.50	57.50	100.00

KWWL, 5kw-D, 1kw-N, 1330kc, MBS, Headley-Reed

D	8.00	10.00	20.00	40.00	72.00	120.00
N	10.00	12.00	30.00	50.00	85.00	150.00

KXEL, 50kw, 1540kc, ABC, Avery-Knodel, Conlan

D	12.50	12.50	26.00	52.00	78.00	130.00
N	25.00	25.00	52.00	104.00	156.00	260.00

KXEL-FM, Chan. 289, 105.7mc, 18kw, Avery-Knodel

D			4.00	6.00	10.00	
N			4.00	6.00	10.00	

WEBSTER CITY, 7,611 pop.; Hamilton Co.; TV alloc.: Chan. 27.
KJFJ, 250w-D, 1570kc

D	3.00	5.00	10.00	20.00	30.00	50.00

* * *

IOWA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Adair	12,292	13,196	—6.9		12,292	3,873	3,745	96.7	3,222	9,634	$ 9,295,225	4,279	39	$ 21,000
Adams	8,753	10,156	—13.8		8,753	2,767	2,687	97.1	2,491	6,709	9,296,645	3,227	37	21,000
Allamakee	16,351	17,184	—4.8	3,158	13,193	4,577	4,376	95.6	3,665	16,835	10,783,779	5,147	279	109,000
Appanoose	19,683	24,245	—18.8	7,625	12,058	6,354	6,011	94.6	5,544	14,839	5,767,221	5,661	469	266,000
Audubon	11,579	11,790	—1.8	2,808	8,771	3,513	3,411	97.1	2,790	13,499	15,013,380	4,379	144	78,000
Benton	22,656	22,879	—1.0	7,363	15,293	6,897	6,711	97.3	5,762	21,225	24,940,016	8,090	172	82,000
Black Hawk	100,448	79,946	25.9	84,386	16,062	29,204	28,649	98.1	21,084	119,171	19,074,345	33,872	18,193	13,402,000
Boone	28,139	29,782	—5.5	12,164	15,975	8,412	8,210	97.6	7,043	25,193	18,023,634	9,392	264	156,000
Bremer	18,884	17,932	5.3	5,124	13,760	5,536	5,364	96.9	4,332	21,771	13,400,518	6,885	519	301,000
Buchanan	21,927	20,991	4.5	4,865	17,062	5,758	5,562	96.6	4,655	18,061	15,627,842	6,457	575	272,000
Buena Vista	21,113	19,838	6.4	6,954	14,159	6,451	6,348	98.4	5,054	26,814	21,395,576	8,295	634	485,000
Butler	17,394	17,986	—3.3		17,394	5,315	5,150	96.9	4,328	18,345	16,560,008	6,629	85	38,000
Calhoun	16,925	17,584	—3.7		16,925	5,170	5,061	97.9	4,398	15,786	16,908,405	6,233	66	34,000
Carroll	23,065	22,770	1.3	6,231	16,834	6,348	6,227	98.1	5,216	30,385	18,183,565	8,266	435	235,000
Cass	18,532	18,647	—0.6	6,480	12,052	5,943	5,765	97.0	4,773	23,793	16,230,570	7,288	314	179,000
Cedar	16,910	16,884	0.2	2,633	14,277	5,244	5,081	96.9	4,087	17,596	24,963,164	6,600	118	71,000
Cerro Gordo	46,053	43,845	5.0	32,957	13,096	13,798	13,453	97.5	10,721	63,416	17,025,183	16,179	3,783	2,498,000
Cherokee	19,052	19,258	—1.1	7,705	11,347	5,063	4,957	97.9	4,174	19,803	26,340,757	6,666	190	110,000
Chickasaw	15,228	15,227		3,323	11,905	4,329	4,177	96.5	3,510	17,102	11,533,151	5,001	154	75,000
Clarke	9,369	10,384	—8.4	3,422	5,947	3,044	2,901	95.3	2,450	8,893	6,798,753	3,759	90	54,000
Clay	18,103	17,762	1.9	7,446	10,657	5,491	5,403	98.4	4,395	28,460	19,345,651	7,256	291	181,000
Clayton	22,522	24,334	—7.4		22,522	6,700	6,439	96.1	3,504	17,965	17,865,147	7,464	304	149,000
Clinton	49,664	44,722	11.1	33,023	16,641	14,847	14,491	97.6	11,313	59,392	30,891,570	17,087	5,185	3,938,000
Crawford	19,741	20,538	—3.9	4,554	15,187	5,695	5,524	97.0	4,708	18,700	22,319,258	6,759	139	58,000
Dallas	23,661	24,649	—4.0	6,174	17,487	7,532	7,385	97.4	6,380	25,167	18,293,253	8,947	647	368,000
Davis	9,959	11,136	—10.6	2,688	7,271	3,138	2,947	93.9	2,430	5,460	6,000,518	3,312	62	15,000
Decatur	12,601	14,012	—10.1		12,601	3,749	3,554	94.8	3,060	8,997	6,742,508	3,818	63	33,000
Delaware	17,734	18,487	—4.1	3,987	13,747	5,020	4,864	96.9	4,246	13,689	17,732,954	6,068	156	74,000
Des Moines	45,056	36,804	14.3	30,613	11,443	13,047	12,577	96.4	9,523	49,150	11,467,845	14,925	4,980	3,492,000
Dickinson	12,756	12,185	4.7		12,756	3,913	3,831	97.9	2,946	14,451	10,462,147	4,960	172	68,000
Dubuque	71,337	63,768	11.9	49,671	21,666	18,540	18,021	97.2	14,322	84,828	17,914,601	20,285	9,335	7,168,000
Emmet	14,102	13,406	5.2	6,719	7,383	4,138	4,001	98.7	3,121	15,639	10,492,279	5,395	613	480,000
Fayette	23,294	29,151	—2.9	7,858	20,436	8,340	8,081	96.9	6,906	26,734	19,042,458	9,521	458	235,000
Floyd	21,505	20,169	6.6	10,309	11,196	6,419	6,259	97.5	5,046	20,897	14,674,032	7,633	2,951	2,231,000
Franklin	16,268	16,379	—0.7	4,432	11,836	4,867	4,740	97.4	3,995	15,553	21,549,910	6,186	248	163,000
Fremont	12,323	14,645	—15.9		12,323	3,883	3,763	96.9	3,464	10,346	12,575,960	4,171	21	10,000
Greene	15,544	16,599	—6.4	4,326	11,218	4,787	4,677	97.7	4,262	16,149	17,104,471	6,002	98	51,000
Grundy	13,722	13,518	1.5		13,722	4,224	4,165	98.6	3,384	12,771	18,515,033	5,545	90	52,000
Guthrie	15,197	17,210	—11.7		15,197	4,833	4,669	96.6	4,074	12,759	13,881,375	5,103	43	18,000
Hamilton	19,660	19,922	—1.3	7,611	12,049	6,025	5,905	98.0	4,925	20,370	20,153,977	7,422	790	497,000
Hancock	15,077	15,402	—2.1		15,077	4,330	4,243	98.0	3,568	13,217	18,202,292	5,642	68	33,000
Hardin	22,218	22,530	—1.4	8,007	14,211	7,073	6,910	97.7	5,555	30,214	19,253,090	8,643	288	177,000
Harrison	19,560	22,767	—14.1	3,546	16,014	5,902	5,607	95.0	4,857	17,497	16,435,275	6,070	57	22,000
Henry	18,708	17,994	4.0	5,843	12,865	5,338	5,130	96.1	4,099	16,542	12,027,587	6,336	242	173,000
Howard	13,105	13,531	—3.1	3,638	9,467	3,748	3,591	95.8	3,024	13,143	9,828,834	4,372	65	32,000
Humboldt	13,117	13,459	—2.5	3,219	9,898	3,875	3,790	97.8	3,030	13,131	14,490,246	4,971	310	179,000
Ida	10,697	11,047	—3.2		10,697	3,301	3,235	98.0	2,711	13,359	18,264,184	4,232	96	55,000
Iowa	15,835	17,016	—6.9		15,835	4,689	4,553	97.1	4,031	16,457	17,874,392	5,622	652	322,000
Jackson	18,622	19,181	—2.9	4,307	14,315	5,486	5,272	96.1	4,407	17,716	14,689,084	6,327	349	173,000
Jasper	32,305	31,496	2.6	11,723	20,582	9,825	9,560	97.3	7,843	30,014	21,256,892	11,725	3,431	2,289,000
Jefferson	15,696	15,762	—0.4	7,299	8,397	4,911	4,715	96.0	3,836	14,235	8,291,820	5,297	1,163	809,000
Johnson	45,756	33,191	37.9	27,212	18,544	11,871	11,491	96.8	8,117	46,706	21,291,203	12,913	482	256,000
Jones	19,401	19,950	—2.8	6,798	12,603	5,452	5,267	96.6	4,434	19,983	22,855,109	6,530	463	216,000
Keokuk	16,797	18,403	—8.7		16,797	5,421	5,237	96.6	4,707	16,421	15,407,261	6,024	130	80,000
Kossuth	26,241	26,630	—1.5	5,415	20,826	7,165	6,979	97.4	5,772	26,554	30,624,769	9,340	263	166,000
Lee	43,102	41,074	4.9	31,098	12,004	12,934	12,378	95.7	9,611	40,966	9,049,838	13,609	6,194	4,508,000
Linn	104,274	89,142	17.0	78,212	26,062	32,013	31,213	97.5	23,922	132,544	22,554,845	35,937	13,540	9,981,000
Louisa	11,101	11,384	—2.5		11,101	3,401	3,272	96.2	2,682	12,804	11,278,660	3,693	93	35,000
Lucas	12,069	14,571	—17.2	5,320	6,749	3,963	3,812	96.2	3,548	13,542	6,573,857	4,093	226	91,000
Lyon	14,697	15,374	—4.4	2,640	12,057	4,086	3,968	97.1	3,236	12,918	20,051,237	5,388	56	28,000
Madison	13,131	14,525	—9.6	3,570	9,561	4,152	3,965	95.5	3,430	12,091	11,888,876	4,719	32	14,000
Mahaska	24,672	26,485	—6.8	11,124	13,548	7,888	7,588	96.2	6,687	26,305	17,016,313	8,636	630	394,000
Marion	25,930	27,019	—4.0	12,052	13,878	7,543	7,309	96.9	6,125	19,308	13,373,524	7,761	548	215,000
Marshall	35,611	35,406	0.6	19,821	15,790	10,781	10,544	97.8	8,934	44,901	20,005,646	12,443	3,065	2,364,000
Mills	14,064	15,064	—6.6	4,664	9,400	3,622	3,477	96.0	3,046	11,673	12,148,049	4,003	165	85,000
Mitchell	13,945	14,121	—1.2	3,436	10,509	4,117	3,969	96.4	3,323	15,715	15,157,599	5,016	109	53,000
Monona	16,303	18,238	—10.6	3,498	12,805	4,817	4,586	95.2	3,874	14,433	16,054,844	5,506	85	27,000
Monroe	11,914	14,553	—18.8	4,838	6,976	3,615	3,452	95.5	3,174	8,484	5,403,230	3,663	57	24,000
Montgomery	15,695	15,697	—0.1	6,526	9,159	5,051	4,925	97.5	4,131	18,291	12,205,138	6,140	876	453,000
Muscatine	32,148	31,296	2.7	19,041	13,107	10,036	9,705	96.7	8,210	38,950	14,455,372	10,955	3,027	1,704,000
O'Brien	18,970	19,293	—1.7	4,001	14,969	5,689	5,581	98.1	4,689	23,342	22,802,547	7,266	240	119,000
Osceola	10,181	10,607	—4.0	2,559	7,622	2,926	2,850	97.4	2,380	10,572	13,194,252	3,846	134	85,000
Page	23,921	24,887	—3.9	12,024	11,897	7,141	6,898	96.6	5,772	36,283	19,054,694	8,065	404	218,000
Palo Alto	15,891	16,170	—1.7	3,760	12,131	4,371	4,257	97.4	3,498	15,592	17,418,045	5,373	81	47,000
Plymouth	23,252	23,502	—1.1	5,844	17,408	6,549	6,359	97.1	5,249	26,205	32,804,183	8,283	132	69,000
Pocahantas	15,496	16,266	—4.7		15,496	4,483	4,407	98.3	3,815	14,288	18,854,676	5,843	119	79,000
Polk	226,010	195,835	15.4	199,934	26,076	70,060	68,519	97.8	51,022	280,476	16,828,885	71,418	18,413	14,106,000
Pottawattamie	69,682	66,756	4.4	47,141	22,541	20,630	19,929	96.6	16,259	67,397	37,456,435	22,529	1,430	869,000
Poweshick	19,344	18,758	3.1	6,828	12,516	5,531	5,398	97.6	4,808	19,056	17,085,772	6,784	379	189,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

(Continued on page 74)

XUM

Better Buy KRNT

KRNT... FIRST
in morning audience!

KRNT is first in all 22 rated periods between 6:00 a.m. and 12 noon.

KRNT... FIRST
in afternoon audience!

In 24 rated periods between 12 noon and 6:00 p.m., KRNT scores 21 firsts (1 tie), 2 seconds and 1 third!

The Big-Time Buy in Des Moines!

KRNT... FIRST
in evening audience!

KRNT scores 42 firsts (2 ties), 17 seconds and 4 thirds in 63 half-hour periods between 6:00 p.m. and 10:30 p.m.

KRNT... FIRST
morning — afternoon — evening!

In a total of 109 weekday-rated periods, KRNT has 85 firsts (3 ties)!

Big-Time All the Time!

- Biggest Hoopers Day and Night
- Big CBS and KRNT Stars
- Big-Time Promotion
- Big-Time Market

BUY THAT Very highly Hooperated, Sales results premeditated, CBS affiliated Station in Des Moines!

Represented by THE KATZ AGENCY... SOURCE: C. E. Hooper Des Moines Audience Index, April, 1952

IOWA MARKET DATA BY COUNTIES

(Continued from page 72)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Ringgold	9,528	11,137	—14.4		9,528	3,066	2,931	95.6	2,617	6,653	8,593,264	3,320	24	8,000
Sac	17,518	17,639	—0.7	3,170	14,348	5,260	5,144	97.8	4,320	18,027	21,168,551	6,545	195	115,000
Scott	100,698	84,748	18.8	81,837	18,861	29,583	28,932	97.8	22,303	126,876	17,874,640	36,783	11,526	8,382,000
Shelby	15,942	16,720	—4.7	3,915	12,027	4,479	4,349	97.1	3,783	16,382	20,641,135	5,912	95	52,000
Sioux	26,381	27,209	—3.0	2,625	23,756	7,275	7,035	96.7	5,659	26,699	35,906,956	9,364	269	138,000
Story	44,294	33,434	32.5	26,661	17,633	12,178	11,983	98.4	2,438	42,646	19,181,032	13,988	405	201,000
Tama	21,688	22,428	—3.3	2,930	18,758	6,636	6,463	97.4	5,570	22,969	23,040,190	7,753	387	269,000
Taylor	12,420	14,258	—12.9		12,420	4,054	3,888	95.9	3,440	8,464	11,198,817	4,150	151	82,000
Union	15,651	16,280	—3.9	8,317	7,334	5,003	4,823	96.4	4,142	16,179	7,673,369	5,341	336	141,000
Van Buren	11,077	12,053	—8.7		11,007	3,609	3,457	95.8	2,997	7,255	6,549,940	3,536	109	44,000
Wapello	47,397	44,280	7.0	33,631	13,776	14,562	14,067	96.6	11,249	46,673	7,988,542	14,188	6,529	5,118,000
Warren	17,758	17,695	0.4	5,145	12,613	5,345	5,121	95.8	4,195	11,956	11,337,485	6,031	118	75,000
Washington	19,557	20,055	—2.5	5,902	13,655	6,038	5,821	96.4	4,909	24,078	19,686,042	6,981	509	241,000
Wayne	11,737	13,308	—11.8		11,737	3,963	3,808	96.1	3,341	8,685	8,105,907	3,754	106	48,000
Webster	44,241	41,521	6.6	25,115	19,126	13,072	12,745	97.5	10,444	56,131	18,458,650	15,422	3,564	2,559,000
Winnebago	13,450	13,972	—3.7	2,766	10,684	3,805	3,714	97.6	3,047	15,576	12,332,421	4,986	98	53,000
Winneshick	21,639	22,263	—2.8	6,060	15,579	5,888	5,682	96.5	4,959	18,097	16,041,502	6,789	199	104,000
Woodbury	103,917	103,627	0.3	83,991	19,926	31,273	30,272	96.8	25,208	135,756	28,062,315	33,311	9,475	6,624,000
Worth	11,068	11,449	—3.3		11,068	3,201	3,115	97.3	2,629	8,684	12,021,844	3,879	46	29,000
Wright	19,652	20,038	—1.9	7,326	12,326	6,059	5,944	98.1	4,967	20,777	18,287,079	7,099	382	238,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

KANSAS

SPOT RATE FINDER

ABILENE, 5,775 pop.; Dickinson Co.; TV alloc.: Chan. 31.

ARKANSAS CITY, 12,903 pop.; 4,370 homes; 96.1% radio; 4,200 radio homes; Cowley Co.; TV alloc.: Chan. 49.

KSOK, 1kw-D, 1280kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	8.40	13.45	20.15	34.00

ATCHISON, 12,792 pop.; 4,022 homes; 96.2% radio; 3,869 radio homes; Atchison Co.; TV alloc.: Chan. 60.

KARE, 1kw, 1470kc

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.00	24.00	36.00	60.00
N	7.50	7.50	12.00	24.00	36.00	60.00

CHANUTE, 10,109 pop.; 3,480 homes; 95.2% radio; 3,313 radio homes; Neosho Co.

COFFEYVILLE, 17,113 pop.; 5,768 homes; 95.0% radio; 5,479 radio homes; Montgomery Co.; TV alloc.: Chan. 33.

KGGF, 10kw-D, 5kw-N, 690kc, ABC, Weed, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	18.00	30.00	50.00	90.00
N	12.00	12.00	22.00	40.00	72.00	120.00

COLBY, 3,859 pop.; Thomas Co.; TV alloc.: Chan. 22.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

Don't you DARE tell...

but KWBW

continues to lead the market in and around Hutchinson, Kansas and Hutchinson is a f-a-s-t growing market . . . first in Kansas farm income . . . rich from the record 1952 wheat harvest. Not gossip, but facts and *all* the facts are in this MARKETBOOK.

FIFTY MILLION DOLLARS

because

KWBW has 48.8% of the listeners

in the rich

HUTCHINSON KANSAS MARKET

Hutchinson trading area: (Zone) population: 141,004.

Bess Wyse, Owner *Hal King, Manager*

Represented by WEED AND COMPANY

MARKET INDICATORS FOR KANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,905,299	'50	1,801,028	'40
Urban Population	993,220	'50	(1) 753,941	'40
Rural Population	912,079	'50	(1) 1,047,087	'40
Total Homes	587,647	'50	511,109	'40
Percentage Radio	95.3%	'50	83.0%	'40
Radio Homes	550,761	'50	411,984	'40
Retail Sales	$1,906,835,000	'51	$1,683,517,000	'48
Automobiles	893,932	'51	853,462	'50
Telephones	477,100	'52	417,200	'45
New Construction	$ 263,800,000	'47	$ 92,800,000	'40
Median Family Income	$ 2,377	'49		
Farm Income	$ 764,728,153	'49	$ 603,583,888	'44
Employed	707,621	'50	580,026	'40
Internal Revenue Collections...	$ 385,029,990	'51	$ 307,923,529	'50

(1) Old urban definition of Census Bureau.
Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

KXXX, 5kw-D, 790kc, H-R Reps, BMB

	SB	1M	5M	15M	30M	1 Hr
D	12.00	24.00	48.00	72.00	120.00	
N	15.00	30.00	60.00	90.00	150.00	

CONCORDIA, 7,175 pop.; Cloud Co.; TV alloc.: Chan. 47.

DODGE CITY, 11,262 pop.; 3,591 homes; 95.6% radio; 3,433 radio homes; Ford Co.; TV alloc.: Chans. 6, 23.

KGNO, 5kw-D, 1kw-N, 1370kc, Hagg

D	6.00	7.50	15.00	30.00	45.00	75.00
N	6.00	7.50	15.00	30.00	45.00	75.00

EL DORADO, 11,037 pop.; 3,546 homes; 96.0% radio; 3,404 radio homes; Butler Co.; TV alloc.: Chan. 55.

EMPORIA, 15,669 pop.; 5,014 homes; 96.6% radio; 4,844 radio homes; Lyon Co.; TV alloc.: Chan. 39.

KTSW, 250w, 1400kc, MBS, Gill-Keefe & Perna

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

FORT SCOTT, 10,335 pop.; 3,629 homes; 92.5% radio; 3,357 radio homes; Bourbon Co.; TV alloc.: Chan. 27.

GARDEN CITY, 10,905 pop.; 3,292 homes; 93.6% radio; 3,081 radio homes; Finney Co.; TV alloc.: Chans. 9, 11.

KGAR, 1kw-D, 1050kc
(CP 1kw-D, 500w-N, 920kc)

D	7.50	11.00	16.00	25.00	42.50	70.00

KIUL, 250w, 1240kc, MBS

D	4.30	6.50	9.50	17.00	26.50	45.00
N	4.30	6.50	9.50	17.00	26.50	45.00

GOODLAND, 4,690 pop.; Sherman Co.; TV alloc.: Chan. 31.

KWGB, 1kw-D, 730kc

D			14.00	28.00	42.00	70.00

GREAT BEND, 12,665 pop.; 3,942 homes; 96.2% radio; 3,792 radio homes; Barton Co.; TV alloc.: Chan. 2, 28.

KVGB, 5kw, 1590kc, MBS, Pearson, Conlan

D	5.00	5.00	9.00	20.00	30.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00

HAYS, 8,625 pop.; Ellis Co.; TV alloc.: Chans. 7, 20.

KAYS, 250w, 1400kc, KBS

D		4.50	10.00	15.00	25.00	40.00
N		4.50	10.00	15.00	25.00	40.00

HUTCHINSON, 33,575 pop.; 10,890 homes; 96.0% radio; 10,454 radio homes; Reno Co.; TV alloc.: Chans. 12, 18.

KWBW, 250w, 1450kc, NBC, Conlan

D	5.50	6.50	11.00	20.00	33.00	55.00
N	8.00	10.00	17.00	28.00	44.00	83.00

KWBW-FM, Chan. 226, 93.1mc, 1kw, Bonus

KWHK, 1kw, 1260kc, Everett-McKinney

	SB	1M	5M	15M	30M	1 Hr
D	5.00	8.50	12.50	20.00	30.00	50.00
N	6.00	9.00	15.00	24.00	36.00	60.00

INDEPENDENCE, 11,335 pop.; 3,682 homes; 93.9% radio; 3,457 radio homes; Montgomery Co.; TV alloc.: Chan. 20.

KIND, 250w-D, 1010kc, Conlan

D	2.35	3.50	7.00	10.45	17.50	
N	3.45	5.20	10.40	15.60	26.00	

IOLA, 7,094 pop.; Allen Co.; TV alloc.: Chan. 44.

JUNCTION CITY, 13,462 pop.; 4,414 homes; 96.9% radio; 4,277 radio homes; Geary Co.; TV alloc.: Chan. 29.

KJCK, 1kw-D, 1420kc, Holman

D	5.00	6.00	10.00	20.00	30.00	50.00

KANSAS CITY, 129,553 pop.; 38,913 homes; 96.5% radio; 37,551 radio homes; Wyandotte Co.

LAWRENCE, 23,351 pop.; 6,204 homes; 95.1% radio; 5,900 radio homes; Douglas Co.; TV alloc.: Chans. *11, 17.

KLWN, 500w-D, 1320kc

D		6.00	10.00	20.00	30.00	50.00

LARNED, 4,447 pop.; Pawnee Co.; TV alloc.: Chan. 15.

LEAVENWORTH, 20,579 pop.; 6,696 homes; 95.5% radio; 6,395 radio homes; Leavenworth Co., TV alloc.: Chan. 54.

KCLO, 500w-D, 1410kc

D	3.44	5.00	8.75	15.00	29.96	46.00

LIBERAL, 7,134 pop.; Seward Co.; TV alloc.; Chan. 14.

KSCB, 1kw-D, 1270kc, Best

D	4.25	6.00	10.50	18.75	33.00	60.00

MANHATTAN, 19,056 pop.; 5,159 homes; 97.0% radio; 5,004 radio homes; Riley Co.; TV alloc.: Chans. *8, 23.

KMAN, 500w-D, 1350kc, Conlan

D	3.50	5.00	8.00	15.00	27.00	50.00

MCPHERSON, 8,689 pop.; McPherson Co.; TV alloc.: Chan. 26.

KNEX, 250w-D, 1540kc

D	3.25	4.35	9.10	15.60	27.30	45.50

NEWTON, 11,590 pop.; 3,663 homes; 96.9% radio; 3,549 radio homes; Harvey Co., TV alloc.: Chan. 14.

(Continued on page 75)

BROADCASTING TELECASTING

MARKETBOOK MAP of KANSAS

[3] Location of City and number of Standard (AM) Broadcasting Stations
② Number of FM Broadcasting Stations
△ Number of Telecasting Stations

Scale of Miles 25 50 75 100

MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
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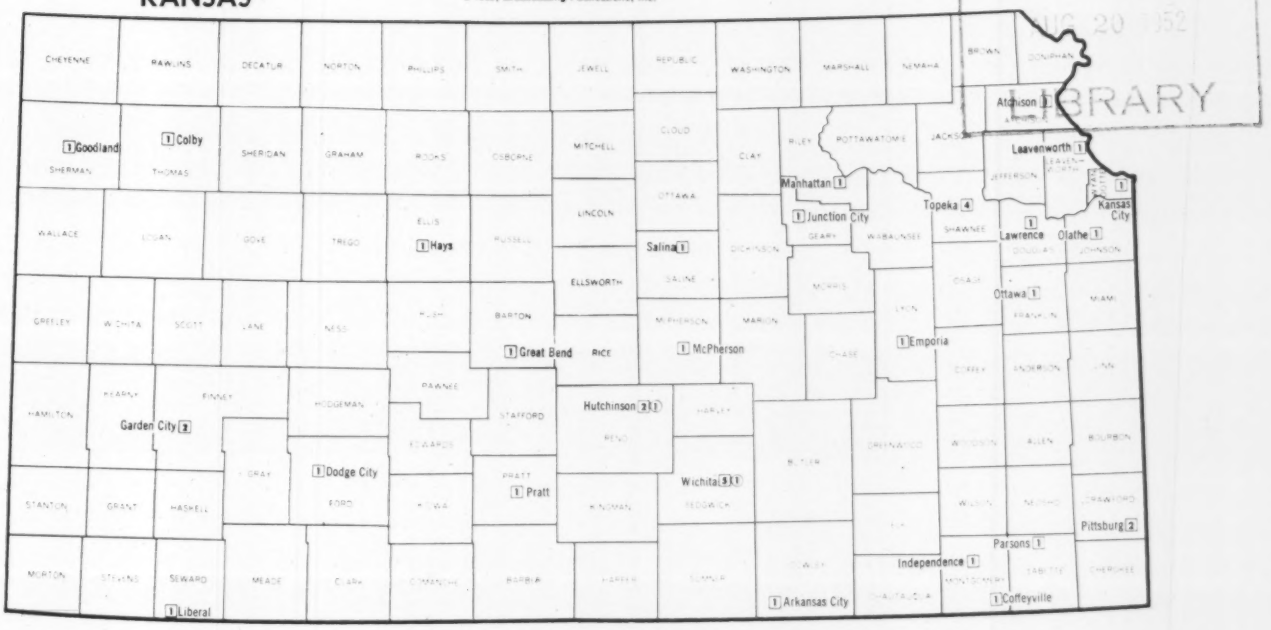

* * *

OLATHE, 5,593 pop.; Johnson Co.; TV alloc.: Chan. 52.

KPRS, 1kw-D, 1590kc, Continental

	SB	1M	5M	15M	30M	1 Hr
D		12.00	24.00	48.00	72.00	120.00

OTTAWA, 10,081 pop.; 3,275 homes; 96.1% radio; 3,147 radio homes; Franklin Co.; TV alloc.: Chan. 21.

KOFO, 250w-D, 1220kc

D	5.75	23.00	34.50	46.00	55.25	

PARSONS, 14,750 pop.; 4,689 homes; 95.3% radio; 4,469 radio homes; Labette Co.; TV alloc.: Chan. 46.

KLKC, 250w-D, 1540kc

D	3.00	4.00	8.00	16.00	24.00	40.00

PITTSBURG, 19,341 pop.; 6,546 homes; 96.2% radio; 6,297 radio homes; Crawford Co.; TV alloc.: Chans. 7, 38.

KOAM, 10kw-D, 5kw-N, 860kc, NBC, Pearsons, BMB, Conlan

D	11.40	11.40	22.80	38.00	68.40	114.00
N	15.20	15.20	28.50	47.50	85.50	142.50

KSEK, 250w, 1340kc, Cooke

D	4.00	4.00	10.00	16.00	24.00	40.00
N	4.00	4.00	10.00	16.00	24.00	40.00

PRATT, 7,523 pop.; Pratt Co.; TV alloc.: Chan. 36.

SALINA, 26,176 pop.; 8,362 homes; 97.4% radio; 8,145 radio homes; Saline Co.; TV alloc.: Chan. 34.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

For the Best in radio in LEAVENWORTH
contact
HIL F. BEST
Representing
RADIO STATION
KCLO

KSAL, 5kw, 1150kc, MBS, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	7.20	7.20	15.00	24.00	40.00	72.00
N	9.00	9.00	18.00	30.00	45.00	75.00

TOPEKA, 78,791 pop.; 25,607 homes; 96.9% radio; 24,813 radio homes; Shawnee Co.; TV alloc.: Chans. 13, 42, *48.

3 AM affiliates, average 1-time rates

D	12.70	14.70	26.70	43.22	77.80	129.67
N	15.00	20.00	28.50	57.10	92.00	153.33

KJAY, 5kw-D, 1kw-N, 1440kc, Forjoe, Conlan

D	8.00	8.00	12.00	25.00	50.00	80.00
N	10.00	10.00	17.00	35.00	70.00	120.00

KTOP, 250w, 1490kc, MBS, Ra-Tel

D	6.00	7.50	12.00	20.00	36.00	60.00
N	6.00	7.50	12.00	20.00	36.00	60.00

WIBW, 5kw, 580kc, CBS, Capper, Whan

D	22.50	27.00	52.50	75.00	135.00	225.00
N	27.00	40.50	54.00	108.00	162.00	270.00

WREN, 5kw, 1250kc, ABC, Weed, Hooper

D	9.60	9.60	15.60	34.66	62.40	104.00
N	12.00	12.00	19.50	43.30	78.00	130.00

WELLINGTON, 7,747 pop.; Sumner Co.; TV alloc.: Chan. 24.

WICHITA, 168,279 pop.; 54,323 homes; 96.5% radio; 52,422 radio homes; Sedgwick Co.; TV alloc.: Chans. 3, 10, 16, *22.

4 AM affiliates, average 1-time rates

D	10.38	12.75	20.04	35.75	53.63	89.38
N	17.75	20.00	34.06	57.50	88.75	151.25

KAKE, 250w, 1240kc, MBS, Radio Reps, Hooper

D	7.50	10.00	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

KANS, 5kw-D, 1kw-N, 1480kc, NBC, Taylor, BMB

D	9.00	11.00	15.00	24.00	36.00	60.00
N	15.00	17.50	25.00	40.00	60.00	100.00

KFBI, 10kw-D, 1kw-N, 1070kc, ABC, Avery-Knodel, BMB, Hooper, Conlan

D	10.00	15.00	25.00	50.00	75.00	125.00
N	16.00	20.00	35.00	60.00	100.00	180.00

KFH, 5kw, 1330kc, CBS, Petry

D	15.00	15.00	28.15	45.00	67.50	112.50
N	30.00	30.00	56.25	90.00	135.00	225.00

KFH-FM, Chan. 262, 100.3mc, 11kw, Petry, Bonus

KWBB, 1kw, 1410kc

D	7.50	7.50	12.00	24.00	36.00	60.00
N	10.00	10.00	16.00	32.00	48.00	80.00

WINFIELD, 10,264 pop.; 3,371 homes; 95.9% radio; 3,233 radio homes; Cowley Co.; TV alloc.: Chan. 43.

KJAY
THE JAYHAWKER STATION FOR THE NATION
5000 WATTS · 1440 KILOCYCLES
TELEPHONE 3-1336 TOPEKA, KANSAS
Your Greatest Buy in the Kansas Capital
KJAY programs 90% of its 18 hours per day of broadcasting, in programs Kansans prefer most NEWS MUSIC SPORTS both local and national*
KJAY in the Topeka trade area counties will deliver MORE LOYAL LISTENERS PER DOLLAR than any other station in this area*
* 1951 Radio Audience Survey University of Wichita
Kansas Jayhawk Area Yours for SPOT RADIO PROMOTION
1440 kc. KJAY 5000 w.
OFFERS THE BEST BUY
Phone 31336 or Wire for Availabilities
S. H. Patterson, Owner
Wilber Upchurch, General Manager
Norwood J. Patterson, Station Director
Gale Totten, Ass't. Mgr. and Chief Engineer
ASK FORJOE

KANSAS MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1951 Median Fam. Income	1950 Employed
Allen	18,187	19,874	—8.5	7,094	11,093	6,004	5,584	93.0	4,430	16,864	$ 5,598,149	6,635	$2,267	6,555
Anderson	10,267	11,658	—11.9	2,693	7,574	3,314	3,042	91.8	2,430	8,037	7,204,510	3,493	2,254	3,855
Atchison	21,498	22,222	—3.3	12,792	8,704	6,313	6,016	95.3	5,109	18,034	6,945,761	6,325	2,646	8,051
Barber	8,521	9,073	—6.1		8,521	2,709	2,584	95.4	2,039	9,783	9,674,513	3,062	2,718	3,000
Barton	29,909	25,010	19.6	19,246	10,663	8,871	8,534	96.2	5,763	39,311	8,963,462	11,897	3,577	11,112
Bourbon	19,153	20,944	—8.6	10,335	8,818	6,424	5,949	92.6	4,764	16,640	6,205,495	6,013	2,056	7,866
Brown	14,651	17,395	—15.8	3,294	11,357	4,899	4,669	95.3	4,142	15,477	13,784,768	5,419	2,223	5,310
Butler	31,001	32,013	—3.2	15,520	15,481	9,794	9,304	95.0	7,391	29,275	16,615,636	11,786	2,912	11,401
Chase	4,831	6,345	—23.9		4,831	1,568	1,469	93.7	1,356	3,564	6,187,933	1,718	2,106	1,743
Chautauqua	7,376	9,233	—20.1		7,376	2,455	2,268	92.4	1,754	6,060	3,678,871	2,461	1,679	2,617
Cherokee	25,144	29,817	—15.7	12,166	12,978	8,188	7,541	92.1	6,325	15,728	4,396,772	7,729	2,198	7,536
Cheyenne	5,668	6,221	—8.9		5,668	1,704	1,607	94.3	1,151	7,341	4,606,091	2,214	2,315	2,024
Clark	3,946	4,031	—3.3		3,943	1,231	1,162	94.4	880	4,464	8,222,280	1,509	2,838	1,421
Clay	11,697	13,231	—11.9	4,528	7,169	3,917	3,768	96.2	3,365	12,546	7,744,153	4,846	2,299	4,432
Cloud	16,104	17,247	—6.6	7,175	8,929	5,128	4,877	95.1	3,974	18,241	7,268,504	5,628	2,319	7,229
Coffey	10,408	12,278	—15.2		10,408	3,412	3,180	93.2	2,596	8,247	9,026,880	3,492	2,127	3,908
Comanchee	3,838	4,412	—11.9		3,838	1,236	1,182	95.6	1,023	4,044	7,273,506	1,492	2,550	1,481
Cowley	36,905	33,139	—3.2	23,167	13,738	11,641	11,094	95.3	9,164	36,917	11,651,551	12,497	2,582	13,166
Crawford	40,231	44,191	—9.0	19,341	20,890	13,642	12,878	94.4	10,881	38,807	5,713,730	12,411	2,321	13,943
Decatur	6,155	7,434	—16.8		6,155	2,012	1,897	94.3	1,453	6,555	5,830,657	2,452	2,534	2,456
Dickinson	21,190	22,929	—7.6	9,550	11,640	6,895	6,648	96.4	5,693	21,347	12,035,316	7,798	2,613	7,413
Doniphan	10,499	12,936	—18.8	1,020	9,479	3,294	3,083	93.6	2,611	5,700	7,262,649	3,207	2,068	4,064
Douglas	34,086	25,143	35.4	23,351	10,735	9,362	8,913	95.2	6,609	30,865	7,424,906	10,165	2,608	11,599
Edwards	5,933	6,377	—6.9		5,936	1,899	1,802	94.9	1,446	6,234	5,677,817	2,137	2,883	2,127
Elk	6,679	8,130	—13.3		6,679	2,231	2,082	93.3	1,694	4,077	4,210,166	2,165	1,583	2,437
Ellis	19,043	17,508	8.8	11,274	7,769	4,861	4,603	94.7	3,071	21,984	5,567,206	6,086	3,099	6,609
Ellsworth	8,465	9,855	—14.1		8,465	2,662	2,556	96.0	2,174	8,598	6,189,145	3,243	2,805	3,068
Finney	15,092	10,092	49.5	10,905	4,187	4,350	4,067	93.5	2,120	27,523	10,454,152	5,314	3,100	5,635
Ford	19,570	17,254	14.0	11,262	8,408	6,034	5,787	95.9	3,806	35,225	9,128,931	7,426	3,264	7,145
Franklin	19,923	20,889	—4.6	10,081	9,847	6,375	6,024	94.5	4,811	19,174	8,377,563	6,651	2,234	7,850
Geary	21,671	15,222	42.4	13,462	8,209	6,045	5,846	96.7	3,104	16,985	3,942,831	8,067	2,798	5,045
Gove	4,447	4,793	—7.2		4,447	1,175	1,083	92.2	748	4,487	6,644,752	1,480	2,682	1,513
Graham	5,020	6,071	—17.3		5,020	1,467	1,345	91.7	1,003	4,772	4,353,189	1,751	2,308	1,851
Grant	4,638	1,946	138.3		4,638	1,292	1,220	94.4	348	5,550	5,441,559	1,662	3,605	1,678
Gray	4,894	4,773	2.5		4,894	1,393	1,325	94.8	847	4,905	7,001,777	1,643	3,202	1,782
Greeley	2,010	1,633	22.7		2,010	559	537	94.4	310	2,976	3,509,449	806		730
Greenwood	13,574	16,495	—17.7	3,953	9,616	4,382	4,088	93.3	3,486	14,514	10,570,190	4,839	2,639	4,765
Hamilton	3,696	2,645	39.7		3,696	1,075	1,002	93.2	529	5,375	5,346,723	1,392	2,981	1,340
Harper	10,263	12,068	—15.0	2,792	7,471	3,349	3,202	95.6	2,866	11,117	9,554,470	3,932	2,496	3,265
Harvey	21,693	21,712	—0.1	11,590	10,108	6,594	6,343	96.2	5,063	23,194	8,762,761	8,019	3,000	8,492
Haskell	2,606	2,038	24.8		2,606	749	711	94.9	424	2,872	5,387,553	1,103	4,212	910
Hodgeman	3,310	3,535	—6.4		3,310	919	858	94.5	656	2,467	5,147,485	1,337	2,900	1,178
Jackson	11,098	13,382	—17.1	2,705	8,393	3,603	3,351	93.0	2,783	9,096	7,240,758	4,122	2,005	4,620
Jefferson	11,084	12,718	—12.8		11,084	3,539	3,281	92.7	2,541	7,801	8,349,872	3,334	1,983	4,249

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The Second Largest Wheat Crop In History Puts $638,000,000 In WIBW Listeners' Pockets

Do you want to ride the crest of the buying wave that this staggering EXTRA INCOME has started in Kansas? Then tell these wealthy farm families about *your* product over WIBW. You'll get FAST RESULTS that will amaze you because WIBW is the station that these families listen to most* . . . the greatest single selling force in Kansas.

*Kansas Radio Audience, 1951

WIBW

Serving and Selling "THE MAGIC CIRCLE"

CBS RADIO

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County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Total Motor Vehicles	1949 Median Fam. Income	1950 Employed
Jewell	9,698	11,970	—19.0		9,698	3,173	2,967	93.5	2,554	5,875	7,729,049	3,540	1,966	3,489
Johnson	62,783	33,327	88.4	44,353	18,430	18,746	18,146	96.8	8,279	27,117	8,191,653	23,192	3,953	22,376
Kearney	3,492	2,525	38.3		3,492	961	923	96.0	493	3,629	4,380,350	1,126	3,368	1,205
Kingman	10,324	12,001	—14.0	3,200	7,124	3,160	3,011	95.3	2,655	9,369	8,295,006	4,025	1,838	3,995
Kiowa	4,743	5,112	—7.2		4,743	1,493	1,435	96.1	1,123	5,469	6,152,965	1,869	2,958	1,727
Labette	29,285	30,352	—3.5	14,750	14,535	9,361	8,809	94.1	7,002	26,457	6,508,520	8,498	2,340	10,477
Lane	2,808	2,821	—0.5		2,808	804	775	96.4	591	3,787	6,313,193	1,226	3,091	990
Leavenworth	42,361	41,112	3.0	20,579	21,782	10,992	10,464	95.2	7,546	25,786	6,801,366	10,373	2,969	11,753
Lincoln	6,643	8,338	—20.3		6,643	2,134	2,034	95.3	1,788	5,370	6,723,143	2,493	2,317	2,493
Linn	10,053	11,969	—16.0		10,053	3,354	3,052	91.0	2,208	6,431	6,100,597	3,050	1,781	3,652
Logan	4,206	3,688	14.0		4,206	1,214	1,139	93.8	712	6,167	4,213,347	1,322	2,927	1,533
Lyon	23,573	23,424	0.6	15,669	10,907	8,413	8,009	95.2	6,186	30,126	13,238,527	9,138	2,539	10,271
McPherson	23,370	24,152	—2.0	8,639	14,931	7,276	6,978	95.9	5,536	26,843	13,353,927	8,976	2,803	9,061
Marion	18,307	18,951	—14.0		18,307	5,020	4,779	95.2	4,011	18,204	10,807,708	5,916	2,142	5,336
Marshall	17,926	20,983	—14.6	3,866	14,060	5,306	5,539	95.4	4,779	16,360	10,315,033	6,675	2,392	6,867
Meade	5,710	5,522	3.4		5,710	1,670	1,573	94.2	1,060	7,104	7,845,433	2,142	3,427	2,104
Miami	19,698	19,459	1.1	8,319	11,379	5,718	5,352	93.6	4,144	13,893	7,223,333	6,021	2,368	7,287
Mitchell	10,320	11,339	—9.0	4,085	6,235	3,180	3,021	95.0	2,599	14,519	7,311,623	3,816	2,500	3,933
Montgomery	46,437	49,729	—6.5	34,276	12,211	15,448	14,444	93.5	11,535	47,522	4,864,931	15,265	2,622	16,323
Morris	8,485	10,363	—18.1	2,722	5,763	2,752	2,609	94.8	2,334	6,687	7,913,705	3,213	2,323	3,007
Morton	2,610	2,186	19.4		2,610	808	743	92.0	406	3,901	5,028,652	861	3,393	820
Nemaha	14,341	16,761	—14.4		14,341	4,251	4,033	95.0	3,456	12,322	11,765,450	4,628	2,167	5,463
Neosho	20,348	22,210	—8.4	10,109	10,239	6,635	6,210	93.6	4,954	18,318	5,253,995	7,014	2,254	5,269
Ness	6,322	6,854	—7.9		6,322	1,925	1,813	94.2	1,321	6,567	7,654,372	2,360	2,527	2,253
Norton	8,808	9,831	—10.4	3,060	5,743	2,713	2,591	92.0	1,843	10,414	4,790,921	3,322	1,938	3,508
Osage	12,811	15,113	—15.3		12,811	4,272	4,011	93.9	3,392	8,539	10,021,542	4,332	2,104	4,453
Osborne	8,553	9,835	—13.0		8,553	2,779	2,648	95.3	2,220	8,934	5,663,307	3,191	2,025	3,215
Ottawa	7,265	9,224	—21.2		7,265	2,421	2,327	96.1	2,294	6,070	6,365,953	2,573	1,495	2,663
Pawnee	11,041	10,300	7.2	4,447	6,594	2,773	2,659	95.7	2,073	12,500	8,058,492	3,799	2,990	3,567
Phillips	9,273	10,435	—11.1	2,539	6,634	3,023	2,843	93.9	2,133	8,539	4,598,194	3,359	2,152	3,663
Pottawatomie	12,344	14,015	—11.9		12,344	3,737	3,583	94.6	2,954	11,404	8,841,259	3,863	2,271	4,616
Pratt	12,153	12,343	—1.6	7,523	4,633	3,923	3,786	96.5	2,897	15,833	6,453,533	4,873	3,188	4,570
Rawlins	5,723	6,618	—13.4		5,723	1,637	1,555	95.0	1,340	6,410	5,652,615	2,258	2,568	2,130
Reno	54,058	52,165	3.6	33,575	20,483	17,129	16,427	95.9	12,483	62,192	13,609,089	18,754	2,921	20,475
Republic	11,473	13,124	—12.5	2,853	8,620	3,345	3,610	93.9	2,974	8,539	8,493,473	4,367	1,881	4,190
Rice	15,635	17,313	—9.2	4,545	11,090	4,963	4,799	96.6	4,291	15,167	6,919,662	5,971	3,231	5,668
Riley	33,405	20,617	62.0	19,055	14,349	8,136	7,819	96.1	5,171	28,914	6,545,645	9,701	2,732	9,700
Rooks	9,043	8,497	6.4		9,043	2,752	2,590	94.1	1,743	10,071	4,833,333	3,218	2,669	3,515
Rush	7,231	8,285	—12.7		7,231	2,206	2,089	94.7	1,664	8,354	7,244,164	2,765	2,792	2,543
Russell	13,406	13,464	—0.4	6,433	6,923	4,142	3,947	95.3	3,037	14,918	5,087,637	5,265	3,358	4,962
Saline	33,409	29,535	13.1	26,173	7,233	10,535	10,229	97.1	7,315	55,553	7,537,869	12,091	3,082	12,835
Scott	4,921	3,773	30.4	3,204	1,717	1,418	1,358	95.8	790	7,672	6,576,556	1,890	3,220	863
Sedgwick	222,290	143,311	55.1	194,047	28,243	69,447	67,016	96.5	36,943	267,330	12,763,456	74,948	3,311	83,575
Seward	9,972	6,540	52.5	7,134	2,838	3,017	2,860	94.8	1,425	19,504	3,590,680	3,769	3,444	3,855
Shawnee	105,418	91,247	15.5	89,104	16,314	32,775	31,693	96.7	23,202	115,290	8,941,711	34,014	3,255	43,901
Sheridan	4,607	5,312	—13.3		4,607	1,264	1,178	93.2	854	4,243	5,442,856	1,623	2,819	1,773
Sherman	7,373	6,421	14.8	4,690	2,683	2,214	2,055	92.8	1,359	11,363	6,745,730	2,909	2,967	2,685
Smith	8,346	10,532	—16.4		8,346	2,957	2,756	93.2	2,201	6,955	6,295,537	3,431	2,066	3,664
Stafford	8,815	10,437	—15.9		8,815	2,834	2,732	95.4	2,351	8,194	5,800,682	3,414	2,720	3,164
Stanton	2,263	1,443	56.8		2,263	603	561	92.2	244	2,330	8,119,428	819	3,219	847
Stevens	4,516	3,193	41.4	2,781	1,735	1,324	1,246	94.1	604	5,799	6,565,363	1,700	3,688	1,637
Sumner	23,646	26,163	—9.6	7,747	15,899	7,688	7,350	95.6	6,313	20,084	13,670,476	8,723	2,600	8,866
Thomas	7,572	6,425	17.9	3,859	3,713	2,262	2,174	96.1	1,425	11,265	7,397,755	2,930	3,175	3,004
Trego	5,868	5,822	0.8		5,868	1,695	1,592	93.9	1,110	5,386	4,157,990	2,246	2,625	2,124
Wabaunsee	7,212	9,219	—21.8		7,212	2,306	2,158	93.6	1,858	4,817	8,076,309	2,559	1,932	2,845
Wallace	2,508	2,216	13.2		2,508	703	656	93.3	416	2,855	3,860,088	988	2,500	908
Washington	12,977	15,921	—18.5		12,977	4,103	3,861	94.1	3,406	8,030	10,590,630	4,729	2,158	5,417
Wichita	2,640	2,185	20.8		2,640	740	692	93.5	409	4,832	3,773,084	995	2,688	907
Wilson	14,815	17,723	—16.4	6,930	7,835	4,939	4,633	93.8	3,952	11,483	5,089,838	4,966	2,005	5,035
Woodson	6,711	8,014	—16.3		6,711	2,215	2,062	93.1	1,616	4,996	3,546,222	2,141	1,995	2,387
Wyandotte	165,318	145,071	14.0	143,444	21,874	49,206	47,484	96.5	35,577	133,089	5,156,585	48,239	3,290	64,944

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

KENTUCKY

SPOT RATE FINDER

ASHLAND, 31,131 pop.; 8,986 homes; 94.9% radio; 8,528 radio homes; Boyd Co.; TV alloc.: Chan. 59.

WCMI, 250w, 1340kc, CBS, Pearson, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	22.00	32.00	60.00
N	6.50	6.50	12.00	30.00	55.00	100.00

WCMI-FM, Chan. 229, 93.7mc, 4.3kw, Bonus

BOWLING GREEN, 18,347 pop.; 5,390 homes; 85.9% radio; 4,630 radio homes; Warren Co.; TV alloc.: Chans. 13, 17.

2 AM affiliates, average 1-time rates

D	6.50	7.00	12.50	22.50	37.50	67.50
N	6.50	7.00	12.50	22.50	37.50	67.50

WKCT, 1kw-D, 500w-N, 930kc, ABC, McGillvra

D	6.50	6.50	10.00	20.00	35.00	60.00
N	6.50	6.50	10.00	20.00	35.00	60.00

WLBJ, 5kw-D, 1kw-N, MBS, Burn-Smith

D		7.50	15.00	25.00	40.00	75.00
N		7.50	15.00	25.00	40.00	75.00

WLBJ-FM, Chan. 266, 101.1mc, 8.3kw, Bonus

CAMPBELLSVILLE, 3,477 pop.; Taylor Co.; TV alloc.: Chan. 40.

WLCK, 250w, 1450kc
(No rates available)

WTCO, 1kw-D, 1150kc

D	2.00	3.00	5.00	10.00	18.00	30.00

CENTRAL CITY, 4,110 pop.; Muhlenberg Co.

COLUMBIA, 2,167 pop.; Adair Co.

WAIN, 1kw-D, 1270kc

D	2.00	3.00	5.00	10.00	18.00	30.00

CORBIN, 7,744 pop.; Knox, Whitley Cos.; TV alloc.: Chan. 16.

WCTT, 1kw, 680kc, MBS, BMB

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

COVINGTON, 64,452 pop.; 20,015 homes; 97.7% radio; 19,555 radio homes; Kenton Co.

WZIP, 250w-D, 1050kc, KBS

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	12.00	24.00	36.00	60.00

CUMBERLAND, 4,249 pop.; Harlan Co.

WCPM, 250w, 1490kc, MBS

D	3.00	3.00	5.00	11.00	20.00	35.00

DANVILLE, 8,686 pop.; Boyle Co.; TV alloc.: Chan. 35.

WHIR, 250w, 1230kc, Holman, BMB

D	4.50	4.50	7.50	15.00	27.00	45.00
N	4.50	4.50	7.50	15.00	27.00	45.00

ELIZABETHTOWN, 5,807 pop.; Hardin Co.; TV alloc.: Chan. 23.

WIEL, 250w, 1400kc

D	3.00	5.00	7.50	10.00	18.00	30.00
N	3.00	5.00	7.50	10.00	18.00	30.00

FRANKFORT, 11,916 pop.; 3,649 homes; 92.0% radio; 3,357 radio homes; Franklin Co.; TV alloc.: Chan. 43.

WFKY, 250w, 1490kc, MBS, Burn-Smith

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

FULTON, 3,224 pop.; Fulton Co.

WFUL, 1kw-D, 1270kc

D	1.50	2.50	3.25	6.00	12.00	20.00

GLASGOW, 7,025 pop.; Barren Co.; TV alloc.: Chan. 28.

WKAY, 250w, 1490kc

D	2.39	3.78	7.32	14.64	20.00	36.00
N	2.39	3.78	7.32	14.64	20.00	36.00

HARLAN, 4,726 pop.; Harlan Co.; TV alloc.: Chan. 36.

WHLN, 250w, 1230kc, MBS, Burn-Smith, BMB

D		3.50	5.00	18.00	30.00	40.00
N		3.50	5.00	18.00	30.00	40.00

HAZARD, 6,985 pop.; Perry Co.; TV alloc.: Chan. 19.

WKIC, 250w, 1340kc, MBS, Clark, BMB

D	4.00	6.00	12.00	22.50	35.00	60.00
N	4.00	6.00	12.00	22.50	35.00	60.00

HENDERSON, 16,837 pop.; 5,226 homes; 89.6% radio; 4,682 radio homes; Henderson Co.

WSON, 500w-D, 860kc, MBS, Meeker

D		6.00	15.00	25.00	40.00	75.00

WSON-FM, Chan. 258, 99.5mc, 20kw

	SB	1M	5M	15M	30M	1 Hr
D		6.00	15.00	25.00	40.00	75.00

HOPKINSVILLE, 12,526 pop.; 4,096 homes; 83.4% radio; 3,416 radio homes; Christian Co.; TV alloc.: Chan. 20.

WHOP, 250w, 1230kc, CBS, Meeker

D	6.00	6.00	7.50	14.00	25.00	42.00
N	6.00	6.00	7.50	14.00	25.00	42.00

WHOP-FM, Chan. 254, 98.7mc, 8.8kw, Bonus

LEXINGTON, 55,534 pop.; 15,698 homes; 90.6% radio; 14,222 radio homes; Fayette Co.; TV alloc.: Chans. 27, 33.

2 AM affiliates, average 1-time rates

D	7.50	8.00	17.00	29.00	46.00	75.00
N	11.00	11.50	22.50	40.00	65.00	110.00

2 AM non-affiliates, average 1-time rates

D	8.00	8.50	21.25	37.50	57.50	97.50
N	8.00	8.50	21.25	37.50	57.50	97.50

WKLX, 1kw, 1300kc, Walker

D	10.00	10.00	30.00	50.00	75.00	125.00
N	10.00	10.00	30.00	50.00	75.00	125.00

WLAP, 5kw-D, 1kw-N, 630kc, ABC, Pearson, BMB, Hooper

D	10.00	10.00	20.00	30.00	50.00	80.00
N	14.00	14.00	25.00	40.00	70.00	120.00

WLAP-FM, Chan. 233, 94.5mc, 4.6kw, Bonus

WLEX, 250w, 1340kc

D	6.00	7.00	12.50	25.00	40.00	70.00
N	6.00	7.00	12.50	25.00	40.00	70.00

WVLK, 1kw, 590kc, MBS, Burn-Smith

D	5.00	6.00	14.00	28.00	42.00	70.00
N	8.00	9.00	20.00	40.00	60.00	100.00

LOUISVILLE, 369,129 pop.; 108,793 homes; 94.8% radio; 103,136 radio homes; Jefferson Co.; TV alloc.: Chans. 3 (WAVE-TV, now Chan. 5), 11 (WHAS-TV, now Chan. 9), *15, 21, 41, 51.

3 AM affiliates, average 1-time rates

D	22.00	24.83	37.50	63.33	95.00	158.33
N	42.67	47.09	50.00	126.67	190.00	316.67

4 AM non-affiliates, average 1-time rates

D	9.57	10.45	17.67	32.25	50.62	84.38
N	13.50	13.50	22.50	45.00	67.50	112.50

WAVE, 5kw, 970kc, NBC, Free & Peters

	SB	1M	5M	15M	30M	1 Hr
D	16.50	22.00	30.00	50.00	75.00	125.00
N	33.00	41.25	60.00	100.00	150.00	250.00

WRXW (FM), Chan. 236, 95.1mc, 16.2kw, Free & Peters

D	7.50	10.00	12.00	16.00	26.00	38.00
N	10.00	15.00	18.00	22.00	35.00	50.00

WAVE-TV, Chan. 5, 12.05kw-aur.; 24.1-kw-vis., ABC, NBC, DuMont

D	20.00	47.00	50.00	80.00	120.00	200.00
N	40.00	87.00	100.00	160.00	240.00	400.00

WGRC, 5kw-D, 1kw-N, 790kc, Walker

D	13.50	15.00	25.00	50.00	75.00	125.00
N	13.50	15.00	25.00	50.00	75.00	125.00

WHAS, 50kw, 840kc, CBS, Chrutal

D	37.50	37.50	62.50	100.00	150.00	250.00
N	75.00	75.00		200.00	300.00	500.00

WHAS-TV, Chan. 9, 25kw-aur.; 50kw-vis.; CBS, Harrington, Righter & Parsons

D	75.00	75.00	93.75	150.00	225.00	375.00
N	100.00	100.00	125.00	200.00	300.00	500.00

WINN, 250w, 1240kc, Taylor

D		8.00	13.00	26.00	39.00	65.00
N		12.00	20.00	40.00	60.00	100.00

WKLO, 5kw-D, 1kw-N, 1080kc, ABC, Blair

D	12.00	15.00	20.00	40.00	60.00	100.00
N	20.00	25.00	40.00	80.00	120.00	200.00

WKYW, 1kw-D, 900kc, Burn-Smith

D	8.00	8.00		23.00	34.50	57.50

WLOU, 1kw-D, 1350kc, Forjoe, Dora-Clayton

D	7.20	10.80	15.00	30.00	54.00	90.00

MADISONVILLE, 11,132 pop.; 3,588 homes; 88.8% radio; 3,186 radio homes; Hopkins Co.; TV alloc.: Chan. 26.

WFMW, 250w-D, 730kc, Continental

D	2.50	3.00	8.00	12.00	22.00	40.00

WFMW-FM, Chan. 230, 93.9mc, 285w Bonus daytime only

N	2.50	3.00	8.00	12.00	22.00	40.00

MAYFIELD, 8,990 pop.; Graves Co.; TV alloc.: Chan. 49.

2 AM non-affiliates, average 1-time rates

D	4.00	4.50	9.00	20.00	35.00	60.00

WKTM, 1kw-D, 1050kc, Sears & Ayer

D	4.00	5.00	10.00	20.00	35.00	60.00

WNGO, 1kw-D, 1320kc

D		4.00	8.00	20.00	35.00	60.00

(Continued on page 78)

KENTUCKY

SPOT RATE FINDER

(Continued from page 77)

MAYSVILLE, 8,632 pop.; Mason Co.; TV alloc.: Chan. 24.
WFTM, 250w, 1240kc, MBS, KBS, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.90	4.65	7.95	15.90	23.80	39.70
N	3.90	4.65	7.95	15.90	23.80	39.70

MIDDLESBORO, 14,482 pop.; 3,755 homes; 84.5% radio; 3,173 radio homes; Bell Co.; TV alloc.: Chans. 57, 63.
WMIK, 500w-D, 560kc, Holman, Conlan

D	6.00	6.00	16.00	24.00	36.00	60.00

MURRAY, 6,035 pop.; Calloway Co.; TV alloc.: Chan. 33.
WNBS, 250w, 1340kc

D	4.00	10.00	18.00	30.00	50.00
N	4.00	12.00	28.00	36.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

NEWPORT, 31,044 pop.; 9,567 homes; 97.1% radio; 9,375 radio homes; Campbell Co.
WNOP, 1kw-D, 740kc

	SB	1M	5M	15M	30M	1 Hr
D	6.75	9.00	18.00	36.00	54.00	90.00

OWENSBORO, 33,651 pop.; 9,863 homes; 92.7% radio; 9,143 radio homes; Daviess Co.; TV alloc.: Chan. 14.
WOMI, 250w, 1490kc, MBS, Burn-Smith

D	3.50	4.00	8.00	20.00	35.00	60.00
N	3.50	4.00	8.00	20.00	35.00	60.00

WOMI-FM, Chan. 223, 92.5mc, 60kw, Bonus
WVJS, 1kw, 1420kc, Rambeau

D	4.50	6.00	8.00	20.00	30.00	50.00
N	6.00	8.00	12.00	30.00	45.00	75.00

WVJS-FM, Chan. 241, 96.1mc, 45kw, Rambeau, Bonus

PADUCAH, 32,828 pop.; 10,297 homes; 87.0% radio; 8,958 radio homes; McCracken Co.; TV alloc.: Chans. 6, 43.

2 AM affiliates, average 1-time rates

D	6.50	6.50	11.50	23.00	37.00	62.50

WKYB, 1kw-D, 500w-N, 570kc, NBC, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	6.50	6.50	13.00	26.00	39.00	65.00
D	4.00	4.00	6.00	12.00	24.00	42.00

WKYC (FM), Chan. 227, 93.3mc, 32kw
WPAD, 250w, 1450kc, CBS, Conlan

D	6.50	6.50	10.00	20.00	35.00	60.00
N	6.50	6.50	10.00	20.00	35.00	60.00

WPAD-FM, Chan. 245, 96.9mc, 18kw, Meeker

D	6.00	9.00	15.00	25.00	
N	6.00	9.00	15.00	25.00	

PAINTSVILLE, 4,309 pop.; Johnson Co.
WSIP, 250w, 1490kc, MBS

D	5.00	6.50	10.50	15.00	27.00	45.00
N	6.00	7.50	12.00	18.75	33.00	54.00

PIKEVILLE, 5,154 pop.; Pike Co.; TV alloc.: Chan. 14.
WLSI, 1kw-D, 900kc

D	7.00	8.50	16.50	30.00	45.00	75.00

WPKE, 250w, 1240kc, MBS, KBS, Continental

D	4.00	5.00	10.00	18.00	30.00	50.00
N	4.00	5.00	10.00	18.00	30.00	50.00

PRESTONSBURG, 3,585 pop.; Floyd Co
WPRT, 1kw-D, 960kc
(CP)
(No rates available)

PRINCETON, 5,388 pop.; Caldwell Co.
TV alloc.: Chan. 45.
WPKY, 250w-D, 1580kc
(No rates available)

RICHMOND, 10,268 pop.; 2,917 homes 86.2% radio; 2,514 radio homes; Madison Co.; TV alloc.: Chan. 60.

SOMERSET, 7,097 pop.; Pulaski Co.
TV alloc.: Chan. 22.
WSFC, 250w, 1240kc, MBS, Colton, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.50	10.50	15.00	27.00	45.00
N	6.00	7.50	12.00	18.75	33.00	54.00

VANCLEVE (Breathitt Co.)
WMTC, 1kw-D, 730kc, Continental

D	3.75	6.70	13.35	23.35	40.00

VERSAILLES, 2,760 pop.; Woodford Co.

WINCHESTER, 9,226 pop.; Clark Co.; TV alloc.: Chan. 37.

HOPKINSVILLE, KY.
Home of
WHOP
Christian County
Retail Sales:
$27,000,000
plus
Ft. Cambell, Ky.
$30,000,000 impact
plus
TRIGG—CALDWELL—TODD STEWARTS—LYON—LOGAN MONTGOMERY
Counties in
KENTUCKY
and TENNESSEE
Retail Sales
$61,128,000
equals
$118,128,000 Retail Sales
and
YOUR BEST SALESMAN
in this
South Central Kentucky
market is—
WHOP
"CBS in Hopkinsville"
FM is a bonus to you.

PADUCAH, KY.
The Atomic Center
Home of
WPAD
McCracken County
Retail Sales
$75,000,000
plus
AEC Center
$40,000,000 impact
plus
12 counties in Ky.; 6 in Ill.; 3 in Tenn. and 1 in Mo. Retail Sales 293,000,000
equals
$408,000,000 Retail Sales
and
YOUR BEST SALESMAN
in this 4-State Market
is
WPAD-AM-FM
"CBS in Paducah"

WPAD *plus*
WSON *plus*
WHOP
equals coverage from within this fast-growing market of $868,000,000

HENDERSON, KY.
Home of
WSON
Henderson County
Retail Sales
$20,000,000
plus
Camp Breckinridge
$18,000,000 impact
plus
Evansville 150,000,000
and
WARRICK—SPENCER—UNION WEBSTER—HOPKINS—McLEAR WHITE—GALLATIN
counties in Kentucky
Illinois
Indiana
Retail Sales
$154,000,000
equals
$342,000,000 Retail Sales
and
YOUR BEST SALESMAN
in this Tri-State
area is—
WSON-AM-FM
"MBS in Henderson"

See your nearest Robert Meeker man

"Take a memo about RADIO and TELEVISION in KENTUCKY!"

RADIO—The Louisville trading area is still by far the most important market in Kentucky. By *far.* With 5,000 watts, WAVE covers this area *thoroughly*—without competing with dozens of other Kentucky and Indiana radio stations which are naturally popular in their own cities. Result: WAVE gives you top-notch coverage—at lowest cost.

TELEVISION—WAVE-TV was *and is* FIRST in Kentucky—offers Louisville's clearest picture, plus a clearer picture in *63.1% of fringe area TV homes.* Every day of the week, 10.9% more homes tune to WAVE-TV than to Louisville's second station. Write for the detailed proof!

WAVE • WAVE-TV
LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

KENTUCKY MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1950 Median Fam. Income	1950 Employed
Adair	17,603	18,536	—5.2		17,603	4,436	3,683	82.1	1,902	5,210	$ 3,665,353	2,719	$ 906	5,502
Allen	13,787	15,496	—11.0		13,787	3,982	3,321	83.4	1,841	6,090	2,928,000	2,929	1,042	4,702
Anderson	6,984	8,936	0.5		8,934	2,618	2,388	91.2	1,718	6,038	2,761,486	2,945	1,967	3,372
Ballard	8,545	9,480	—9.9		8,545	2,611	2,308	88.4	1,553	3,548	3,352,326	1,853	1,389	2,978
Barren	28,481	27,559	3.3	7,025	21,436	7,893	6,832	86.5	4,133	19,203	8,542,723	7,066	1,374	12,431
Bath	10,410	11,451	—9.1		10,410	2,771	2,411	87.0	1,577	2,687	4,279,772	1,475	1,344	3,245
Bell	47,602	43,812	8.7	18,372	29,230	10,791	9,172	85.0	5,023	29,714	165,136	5,368	1,627	11,434
Boone	13,015	10,820	20.3		13,015	3,743	3,474	92.8	2,232	5,197	3,652,294	4,444	2,335	4,536
Bourbon	17,752	17,932	—1.0	6,912	10,840	5,144	4,676	90.9	3,513	13,266	11,043,653	4,617	2,051	6,237
Boyd	49,919	45,933	8.7	39,321	10,628	13,468	12,593	93.5	8,880	42,254	740,596	11,652	2,960	15,613
Boyle	20,532	17,075	20.2	8,686	11,846	5,325	4,856	91.2	3,238	19,448	5,353,576	5,671	2,124	6,546
Bracken	8,424	9,339	—10.3		8,424	2,523	2,301	91.2	1,798	4,104	3,393,843	2,219	1,844	3,113
Breathitt	19,964	23,945	—16.6		19,964	4,055	3,049	75.2	1,003	3,413	761,370	907	818	4,929
Breckinridge	15,528	17,744	—12.5		15,528	4,306	3,669	85.2	2,346	5,302	4,432,261	2,741	1,304	5,632
Bullitt	11,349	9,511	19.3		11,349	3,005	2,638	87.8	1,475	3,681	2,139,605	3,242	2,079	3,665
Butler	11,309	14,371	—21.3		11,309	2,977	2,402	80.7	1,254	2,039	1,843,695	1,294	830	3,571
Caldwell	13,199	14,499	—9.0	5,388	7,811	3,991	3,412	85.5	2,291	7,676	2,683,427	2,930	1,656	4,624
Calloway	20,147	19,041	5.8	6,035	14,112	5,908	5,122	86.7	2,995	12,363	3,751,629	5,244	1,536	6,623
Campbell	76,196	71,918	5.9	64,137	12,009	22,352	21,816	97.6	17,912	53,534	2,048,691	23,048	3,165	29,432
Carlisle	6,206	7,650	—18.9		6,206	1,857	1,643	88.5	1,192	2,543	2,165,624	1,374	1,304	2,174
Carroll	8,517	8,657	—1.6	3,226	5,291	2,534	2,320	89.8	1,667	8,046	2,353,531	2,503	1,992	3,119
Carter	22,559	25,545	—11.7		22,559	5,223	4,444	85.0	2,675	6,855	1,768,225	2,730	1,517	5,916
Casey	17,446	19,962	—12.6		17,446	4,126	3,117	80.4	1,635	3,765	3,862,275	2,283	996	4,945
Christian	42,359	36,129	17.2	12,526	29,833	10,647	8,922	83.8	49,006	38,080	8,762,552	8,804	1,724	12,267
Clark	13,398	17,938	5.1	9,223	9,672	5,438	4,855	89.3	3,431	16,226	8,065,739	4,998	2,135	6,523
Clay	23,116	23,901	—3.3		23,116	4,635	3,706	79.1	1,496	4,240	1,474,783	1,783	1,210	5,900
Clinton	10,605	10,279	3.2		10,605	2,527	2,060	81.5	959	2,615	1,414,058	1,358	1,060	3,019
Crittenden	10,813	12,115	—10.7		10,813	3,149	2,799	88.9	2,006	4,907	2,003,943	2,401	1,307	3,228
Cumberland	9,309	11,923	—21.9		9,309	2,394	1,954	81.6	1,055	2,878	1,903,034	1,044	839	3,028
Daviess	57,241	52,335	9.4	33,651	23,590	15,611	14,206	91.0	9,928	51,121	7,510,555	14,875	2,442	20,534
Edmonson	9,376	11,344	—17.3		9,376	2,347	1,939	82.6	1,117	1,861	1,644,320	1,321	1,095	2,637
Elliott	7,085	8,713	—18.7		7,085	1,513	1,226	81.0	707	686	1,131,648	492	1,178	1,973
Estill	14,677	17,978	—18.4	3,259	11,418	3,610	2,982	82.6	1,784	4,653	1,091,146	2,116	1,369	4,184
Fayette	100,746	78,899	27.7	75,311	25,435	27,330	25,253	92.4	16,678	116,070	13,150,334	24,764	2,733	37,695
Fleming	11,962	13,627	—10.2		11,962	3,393	2,999	88.4	2,166	5,149	5,534,690	3,205	1,305	3,801
Floyd	53,500	52,986	1.0	3,535	49,915	11,459	9,923	86.6	5,906	21,683	363,643	4,690	1,904	12,978
Franklin	25,933	23,308	11.3	11,916	14,017	7,399	6,837	92.4	4,748	21,282	3,889,169	7,310	2,796	10,418
Fulton	13,368	15,413	—11.3	3,224	10,444	3,906	3,437	88.0	2,486	13,527	4,478,380	2,705	1,785	4,453
Gallatin	3,969	4,307	—7.8		3,969	1,174	1,031	87.8	660	1,838	1,378,212	1,258	1,825	1,236
Garrard	11,029	11,910	—7.4		11,029	3,083	2,728	88.5	1,817	5,007	5,950,444	2,600	1,860	3,730
Grant	9,809	9,876	—0.7		9,809	2,924	2,605	89.1	1,772	5,108	3,932,926	2,963	1,665	3,493
Graves	31,364	31,763	—1.3	8,990	22,374	9,496	8,290	87.3	5,305	19,683	6,347,979	7,650	1,802	12,320
Grayson	17,063	17,562	—2.8		17,063	4,569	3,742	81.9	1,804	5,791	3,314,756	2,993	1,000	5,973
Green	11,251	12,321	—8.6		11,261	3,190	2,696	84.5	1,547	3,899	3,391,290	2,336	1,126	3,865
Greenup	24,887	24,917	0.1	3,674	21,213	6,229	5,550	89.1	3,395	6,918	1,525,996	3,339	2,306	7,380
Hancock	6,009	6,807	—11.7		6,009	1,726	1,481	85.8	939	1,974	1,800,502	1,314	1,307	1,983
Hardin	50,312	29,108	72.8	5,807	44,505	10,357	9,062	87.5	3,605	23,205	5,209,876	11,373	2,347	8,886
Harlan	71,751	75,275	—4.7	20,407	51,344	16,144	14,481	89.7	10,204	41,444	178,224	8,616	2,281	18,554
Harrison	13,736	15,124	—9.2	4,847	8,889	4,245	3,842	90.5	2,973	10,248	6,748,052	4,279	1,918	4,883
Hart	15,321	17,239	—11.1		15,321	4,289	3,611	84.2	2,121	7,023	5,103,934	3,181	1,221	5,209
Henderson	30,715	27,020	13.7	16,837	13,878	8,945	7,925	88.6	5,029	22,901	6,570,600	8,458	2,208	10,843
Henry	11,394	12,220	—6.8		11,394	3,372	3,058	90.7	2,273	5,820	5,877,559	2,794	1,757	3,962
Hickman	7,778	9,142	—14.9		7,778	2,220	1,938	87.3	1,384	2,849	3,600,136	1,581	1,286	2,666
Hopkins	38,815	37,789	2.7	13,885	24,930	11,163	9,801	87.8	6,546	28,071	2,708,047	9,151	1,992	11,922
Jackson	13,101	16,339	—19.8		13,101	3,049	2,412	79.1	1,049	2,169	1,521,820	1,176	907	3,436
Jefferson	484,615	385,392	25.7	419,183	65,432	139,244	132,143	94.9	90,710	533,088	7,036,099	120,554	3,247	190,259
Jessamine	12,458	12,174	2.3	3,406	9,052	3,479	3,068	88.2	2,172	6,239	5,460,295	3,024	1,883	3,904
Johnson	23,846	25,771	—7.5	4,309	19,537	5,659	4,816	85.1	2,757	11,435	691,511	2,732	1,340	6,034
Kenton	104,254	93,139	11.9	89,480	14,774	31,260	30,510	97.6	23,546	82,606	2,166,663	26,883	3,251	41,730
Knott	20,320	20,007	1.6		20,320	4,035	3,204	79.4	1,276	2,881	203,743	1,107	1,172	4,205
Knox	30,409	31,029	—2.0	4,530	25,879	6,952	5,777	83.1	2,766	7,019	871,418	2,398	1,211	7,385
Larue	9,956	9,622	3.5		9,956	2,814	2,417	85.9	1,424	5,106	3,625,519	2,671	1,449	3,339
Laurel	25,797	25,640	0.6	3,426	22,371	6,139	5,083	82.8	2,404	9,717	2,256,141	3,480	1,260	7,019
Lawrence	14,418	17,275	—16.5		14,418	3,498	2,896	82.8	1,668	4,116	1,255,464	1,504	960	3,824
Lee	8,739	10,860	—19.5		8,739	2,097	1,722	82.1	936	1,662	493,375	918	1,018	2,209
Leslie	15,537	14,981	3.7		15,537	3,014	2,276	75.5	611	2,557	246,451	667	1,302	3,718
Letcher	39,522	40,592	—2.6	6,921	32,601	8,676	7,496	86.4	4,455	17,777	141,637	4,351	1,705	8,972
Lewis	13,520	15,686	—13.8		13,520	3,402	2,871	84.4	1,722	3,582	2,849,546	2,011	1,387	3,970
Lincoln	18,668	19,859	—6.0		18,668	4,820	4,160	86.3	2,525	6,998	5,553,311	3,205	1,292	5,768
Livingston	7,184	9,127	21.3		7,184	2,044	1,762	86.2	1,282	2,155	2,164,598	1,390	963	2,234
Logan	22,335	23,345	—4.3	4,529	17,806	6,209	5,290	85.2	3,378	12,975	7,757,287	4,636	1,388	7,587
Lyon	6,853	9,067	—24.4		6,853	1,655	1,450	87.6	974	1,779	1,673,916	995	1,273	1,799
McCracken	49,137	48,534	1.2	32,828	16,309	14,992	13,148	87.7	9,318	57,784	2,420,424	13,424	2,388	18,425
McCreary	16,600	16,451	1.3		16,600	3,599	3,038	84.4	1,536	5,864	190,462	1,998	1,194	3,194
McLean	10,021	11,446	—12.4		10,021	2,835	2,532	89.3	1,891	3,269	2,739,911	1,845	1,342	3,825
Madison	31,179	28,541	9.2	13,640	17,539	8,268	7,127	86.2	4,163	17,758	8,994,710	6,892	1,881	11,069
Magoffin	13,839	17,490	—20.9		13,839	2,958	2,304	77.9	1,016	2,015	903,364	832	893	3,486
Marion	17,212	16,913	1.8	4,640	12,572	4,036	3,483	86.3	2,243	10,116	5,471,524	3,904	1,753	5,562
Marshall	13,387	16,602	—19.4		13,387	3,997	3,509	87.8	2,518	5,488	1,754,852	3,533	1,569	4,670
Martin	11,677	10,970	6.4		11,677	2,349	1,856	79.0	680	1,811	135,403	976	1,305	2,771
Mason	18,486	19,066	—3.0	8,632	9,854	5,397	4,873	90.3	3,648	18,212	6,253,692	4,952	2,156	6,916
Meade	9,422	8,827	6.7		9,422	2,428	2,139	88.1	1,309	4,181	2,585,961	2,504	1,890	2,725
Menifee	4,798	5,691	—15.7		4,798	1,155	914	79.1	405	659	690,171	543	1,047	1,312
Mercer	14,643	14,629	0.7	5,262	9,381	4,354	3,888	89.3	2,760	9,461	6,428,550	4,532	1,755	5,283
Metcalfe	9,851	10,853	—9.2		9,851	2,664	2,203	82.7	1,237	2,244	3,124,169	1,660	921	3,295
Monroe	13,770	14,070	—2.1		13,770	3,490	2,925	83.9	1,576	4,824	2,883,406	2,053	891	4,274
Montgomery	13,025	12,280	6.1	5,294	7,731	3,639	3,140	86.3	1,965	11,984	4,367,384	3,752	1,772	4,532
Morgan	13,624	16,827	—19.0		13,624	3,155	2,505	79.4	1,197	2,178	2,302,909	1,099	937	3,679
Muhlenberg	32,501	37,554	—13.5	6,771	25,730	8,638	7,429	86.0	4,870	16,594	2,021,752	5,595	1,330	8,236
Nelson	19,521	18,004	8.4	4,154	15,367	4,713	4,133	87.7	2,614	10,911	6,568,073	4,208	1,935	6,330
Nicholas	7,532	8,617	—12.6		7,532	2,248	2,055	91.4	1,668	3,261	4,202,964	1,796	1,504	2,768
Ohio	20,840	24,421	—14.7		20,840	5,895	5,541	94.0	3,080	6,628	2,779,452	3,047	1,100	5,922
Oldham	10,018	10,716	2.8		11,018	2,505	2,267	90.5	1,472	4,555	3,795,381	3,703	2,178	3,256
Owen	9,775	10,942	—10.8		9,755	2,855	2,538	88.9	1,877	4,092	4,816,672	2,254	1,717	3,202
Owsley	7,324	8,957	—18.2		7,324	1,686	1,317	78.1	618	491	888,385	475	802	2,119
Pendleton	9,610	10,392	—7.5		9,610	2,880	2,604	90.4	1,924	3,693	4,301,409	2,653	1,892	3,512
Perry	46,566	47,828	—2.6	6,985	39,581	9,857	8,516	86.4	5,438	26,080	233,649	4,505	1,920	11,345
Pike	81,154	71,122	14.1	5,154	76,000	17,676	14,972	84.7	7,115	35,063	393,531	12,519	2,012	19,245
Powell	6,812	7,671	—11.2		6,812	1,621	1,298	80.1	588	1,421	627,381	784	1,052	1,622
Pulaski	38,452	39,863	—3.5	7,097	31,355	9,893	8,330	84.2	4,611	17,772	5,120,878	6,893	1,277	11,727
Robertson	2,881	3,419	—15.7		2,881	856	770	90.0	640	684	1,479,196	1,687	1,511	984
Rockcastle	13,925	17,165	—18.9		13,925	3,334	2,661	79.8	1,207	3,588	1,773,541	1,697	1,113	3,840
Rowan	12,708	12,734	—0.2	3,102	9,606	3,018	2,577	85.4	1,473	5,465	1,078,373	2,127	1,495	3,486
Russell	13,717	13,615	0.7		13,717	3,464	3,090	89.2	1,172	3,309	2,051,074	2,235	1,049	4,171
Scott	15,141	14,314	5.8	5,516	9,625	4,314	3,900	90.4	2,800	9,315	7,687,174	3,816	1,869	5,398
Shelby	17,912	17,759	0.9	4,403	13,509	5,057	4,561	90.2	3,384	13,008	9,699,462	5,409	2,890	6,392
Simpson	11,678	11,752	—0.6	4,343	7,335	3,399	2,886	84.9	1,818	9,191	4,746,186	3,179	1,339	4,093
Spencer	6,157	6,757	—8.9		6,157	1,633	1,453	89.0	1,043	3,020	3,699,809	1,775	1,456	2,115
Taylor	14,403	13,556	6.2	3,477	10,926	3,880	3,379	87.1	1,961	8,525	3,739,961	3,656	1,410	5,060
Todd	12,890	14,234	—9.4		12,890	3,637	3,051	83.9	1,713	5,219	4,802,279	1,523	1,338	4,427
Trigg	9,683	12,784	—24.3		9,683	2,640	2,194	83.1	1,527	3,864	3,257,691	1,873	1,075	3,215
Trimble	5,148	5,601	—8.1		5,148	1,424	1,272	89.3	930	1,090	2,395,435	1,303	1,488	1,967
Union	14,893	17,411	—14.5	3,257	11,636	4,198	3,766	89.7	2,970	11,542	5,265,781	3,699	2,006	4,693
Warren	42,758	36,631	16.7	18,347	24,411	12,049	10,302	85.5	5,787	34,267	8,697,077	10,197	1,673	15,227
Washington	12,777	12,965	—1.5		12,777	3,178	2,819	88.7	1,961	6,010	6,156,856	2,979	1,579	4,219
Wayne	16,475	17,204	—4.2	2,934	13,541	3,920	3,179	81.1	1,357	4,825	2,598,185	1,894	1,096	4,512
Webster	15,555	19,198	—19.0	3,905	11,650	4,891	4,172	85.3	2,977	8,037	2,722,668	3,169	1,308	5,044
Whitley	31,940	33,186	—3.8	9,488	22,452	7,731	6,424	83.1	1,287	17,396	733,043	4,243	1,417	8,824
Wolfe	7,615	9,997	—23.8		7,615	1,722	1,347	78.2	646	1,120	1,017,663	590	1,069	2,030
Woodford	11,212	11,847	—5.4	2,760	8,452	3,151	2,896	91.9	2,109	6,396	6,566,803	2,890	2,141	3,943

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

LOUISIANA

SPOT RATE FINDER

ABBEVILLE, 9,338 pop.; Vermilion Par.; TV alloc.: Chan. 42.
KROF, 1kw-D, 960kc

	SB	1M	5M	15M	30M	1 Hr
D	6.15	5.55	10.45	22.00	35.25	65.50

ALEXANDRIA, 34,913 pop.; 10,432 homes; 82.6% radio; 8,616 radio homes; Rapides Par.; TV alloc.: Chans. 5, 62.

2 AM affiliates, average 1-time rates

D	5.38	6.50	11.25	18.00	27.00	45.00
N	11.25	13.50	22.50	36.00	54.00	90.00

KALB, 5kw-D, 1kw-N, 580kc, ABC, Weed

D	6.25	7.50	12.50	20.00	30.00	50.00
N	12.50	15.00	25.00	40.00	60.00	100.00

KALB-FM, Chan. 245, 96.9mc, 11kw, Bonus
KSYL, 1kw, 970kc, NBC, Everett-McKinney, BMB

D	4.50	5.50	10.00	16.00	24.00	40.00
N	10.00	12.00	20.00	32.00	48.00	80.00

BASTROP, 12,769 pop.; 3,634 homes; 80.4% radio; 2,922 radio homes; Morehouse Par.; TV alloc.: Chan. 53.
KTRY, 250w-D, 730kc

D	4.00	6.00	10.00	16.00	24.00	40.00

BATON ROUGE, 125,629 pop.; 35,070 homes; 89.8% radio; 31,493 radio homes; E. Baton Rouge Par.; TV alloc.: Chans. 10, 28, *34, 40.

3 AM affiliates, average 1-time rates

D	7.00	7.00	12.00	14.00	36.00	60.00
N	10.67	10.67	20.67	41.33	62.00	103.33

WAFB, 5kw-D, 1kw-N, 1460kc, MBS, Young, Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WAFB-FM, Chan. 282, 104.3mc, 3kw, Young, Bonus
WIBR, 1kw, 1300kc, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WJBO, 5kw, 1150kc, NBC, Hollingbery, BMB

D	10.00	10.00	14.00	28.00	42.00	70.00
N	15.00	15.00	28.00	56.00	84.00	140.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WBRL (FM), Chan. 251, 98.1mc, 7.6kw, Hollingbery, Bonus
WLCS, 1kw, 910kc, ABC, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WLCS-FM, Chan. 266, 101.1mc, 0.9kw, Bonus

(Continued on page 82)

MARKET INDICATORS FOR THE GREATER BATON ROUGE AREA

CLASSIFICATIONS	FIGURES	YR.
Food Store Sales	$ 31,928,000	1951
General Merchandise Sales	24,773,000	1951
Apparel Store Sales	11,114,000	1951
Home Furnishings Sales	10,009,000	1951
Auto Store Sales	28,853,000	1951
Filling Station Sales	9,971,000	1951
Bldg. Material/Hdwe. Sales	13,398,000	1951
Eat/Drink Sales	11,100,000	1951
Drug Store Sales	6,697,000	1951
Total Retail Sales	160,831,000	1951
Population	165,700	1952

Note: Data estimated by SRDS

More Sales . . .

that's what you like about the South's Baton Rouge.

To get more sales, get on WJBO and reach the largest over all audience of any station in the booming Baton Rouge market.

NBC's 5,000 watt affiliate in Baton Rouge, La.

WJBO
WBRL (FM)

AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.

HEARD ABOUT MY *Latest* RUN?

- Frankly . . . if stockings were able to speak, they'd certainly be talking about the big "run" WDSU produced recently in New Orleans.
- Here's how it happened! A large department store* decided to test the effectiveness of its advertising in connection with a sale of women's nylon hose. For the test—they allotted an appropriation for radio spots on WDSU; and, an equal appropriation for advertising in a competing medium.
- An impartial survey (conducted by Advertising Research Bureau, Inc.) showed that 33.1% of the customers heard the sale news on WDSU! The competing medium only attracted 20.6% of the shoppers.
- WDSU's radio customers accounted for 35.4% of the total sales, while the other medium's customers accounted for only 17.8% of the sales.
- Dollar for dollar, WDSU can whip the socks (and stockings too!) off its competition when it comes to producing sales results in the "Billion Dollar New Orleans Market"!

*(Name and details on request)

- Write, Wire, or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS NBC

MARKET INDICATORS FOR LOUISIANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,683,516	'50	2,363,880	'40
Urban Population	1,471,696	'50	(1) 980,439	'40
Rural Population	1,211,820	'50	(1) 1,383,441	'40
Total Homes	724,512	'50	592,528	'40
Percentage Radio	81.4%	'50	53.3%	'40
Radio Homes	608,633	'50	307,883	'40
Retail Sales	$1,988,420,000	'51	$1,666,671,000	'48
Automobiles	735,997	'51	706,733	'50
Telephones	556,200	'52	277,100	'45
New Construction	$ 240,000,000	'47	$ 128,200,000	'40
Farm Income	$ 245,863,102	'49	$ 177,562,262	'44
Internal Revenue Collections	$ 408,815,162	'51	$ 350,570,822	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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LOUISIANA
SPOT RATE FINDER

(Continued from page 81)

BOGALUSA, 17,798 pop.; 5,094 homes; 92.2% radio; 4,697 radio homes; Washington Par.; TV alloc.: Chan. 39.

WIKC, 250w, 1490kc, NBC

	SB	1M	5M	15M	30M	1 Hr
D		6.00	12.00	24.00	36.00	60.00
N		6.00	12.00	24.00	36.00	60.00

CROWLEY, 12,784 pop.; 3,665 homes; 79.0% radio; 2,895 radio homes; Acadia Par.; TV alloc.: Chan. 21.

KSIG, 250w, 1450kc, McGillvra, BMB

D	4.65	4.20	6.00	12.50	20.00	32.00
N	6.95	6.20	9.00	18.75	30.00	48.00

DE RIDDER, 5,799 pop.; Beauregard Par.; TV alloc.: Chan. 14.

KDLA, 1kw, 1010kc

D	6.80	6.20	10.00	17.00	22.00	40.00

EUNICE, 8,184 pop.; St. Landry Par.; TV alloc.: Chan. 64.

FRANKLIN, 6,144 pop.; St. Mary Par.; TV alloc.: Chan. 45.

HAMMOND, 8,010 pop.; Tangipahoa Par.; TV alloc.: Chan. 51.

WIHL, 250w-D, 730kc

D	4.00	4.50	9.00	15.00	27.00	45.00

HOUMA, 11,505 pop.; 3,153 homes; 84.5% radio; 2,664 radio homes; Terrebonne Par.; TV alloc.: Chan. 30.

KCIL, 250w, 1490kc, NBC

D	6.25	7.00	9.75	18.25	35.00	63.25
N	6.25	7.00	9.75	18.25	35.00	63.25

JACKSON, 6,772 pop.; East Feliciana Par.; TV alloc.: Chan. 18.

JENNINGS, 9,663 pop.; Jefferson Davis Par.; TV alloc.: Chan. 48.

KJEF, 500w-D, 1290kc

D	4.65	4.20	7.95	16.50	26.50	39.20
N	6.95	6.20	11.90	25.00	40.00	56.00

LAFAYETTE, 33,541 pop.; 9,143 homes; 82.1% radio; 7,506 radio homes; Lafayette Par.; TV alloc.: Chans. 38, 67.

KLFY, 1kw-D, 500w-N, 1420kc

D	5.75	5.20	10.00	18.00	32.00	45.00
N	8.00	7.30	12.50	26.00	42.00	61.60

KVOL, 1kw, 1330kc, NBC, Meeker, Conlan

D	6.00	7.25	12.00	20.00	32.00
N	8.00	9.00	16.00	30.00	40.00

KVOL-FM, Chan. 241, 96.1mc, 15kw Bonus

LAKE CHARLES, 41,272 pop.; 11,866 homes; 86.0% radio; 10,205 radio homes; Calcasieu Par.; TV alloc.: Chans. 7, *19, 25.

3 AM affiliates, average 1-time rates

D	5.08	6.75	10.25	16.00	25.50	42.50
N	8.67	11.67	17.50	27.67	44.83	74.17

KAOK, 250w, 1400 kc, MBS

D	325	3.25	6.00	13.00	19.50	32.50
N	5.00	5.00	9.75	19.50	32.50	50.00

KLOU, 1kw, 1580kc, CBS, Pearson, SAMS

D	6.00	8.00	12.00	18.00	30.00	50.00
N	9.00	12.00	24.00	36.00	60.00	100.00

KPLC, 5kw-D, 1kw-N, 1470kc, NBC, Weed, Conlan

D	6.00	9.00	12.75	17.00	27.50	45.00
N	12.00	18.00	22.50	34.00	55.00	90.00

MINDEN, 9,787 pop.; Webster Par.; TV alloc.: Chan. 30.

KAPK, 100w, 1240kc

D	2.00	3.00	6.00	9.00	15.00	30.00
N	3.00	4.00	8.00	12.00	20.00	40.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MONROE, 38,572 pop.; 11,636 homes; 84.1% radio; 9,786 radio homes; Ouachita Par.; TV alloc.: Chans. 8, 43.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.75	5.75	10.90	24.03	36.67	59.00
N	8.75	8.75	15.33	36.67	56.67	91.67

KLIC, 250w, 1230kc, MBS

D	4.75	4.75	8.20	23.10	34.00	57.00
N	6.25	6.25	11.00	30.00	45.00	75.00

KMLB, 5kw-D, 1kw-N, 1440kc, ABC, Taylor

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

KMLB-FM, Chan. 281, 104.1mc, 17kw, Taylor, Bonus

KNOE, 5kw, 1390kc, NBC, H-R Representatives

D	6.50	6.50	12.50	25.00	40.00	60.00
N	10.00	10.00	15.00	40.00	65.00	100.00

MORGAN CITY, 9,759 pop.; St. Mary Par.; TV alloc.: Chan. 36.

NATCHITOCHES, 9,914 pop.; Natchitoches Par.; TV alloc.: Chan. 17.

KWCJ, 250w, 1450kc

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

NEW IBERIA, 16,467 pop.; 4,663 homes; 81.6% radio; 3,805 radio homes; Iberia Par.; TV alloc.: Chan. 15.

KANE, 250w, 1240kc, ABC

D	5.60	5.05	9.50	20.00	32.00	60.00
N	8.40	7.50	14.50	30.00	48.00	80.00

KVIM, 1kw-D, 1570kc

D	3.40	3.05	6.00	12.50	18.00

NEW ORLEANS, 570,445 pop.; 165,607 homes; 88.3% radio; 146,231 radio homes; Orleans Par.; TV alloc.: Chans. *2, 4, 6(WDSU-TV), 20, 26, 32, 61.

4 AM affiliates, average 1-time rates

D	26.00	21.50	29.50	52.50	87.75	143.75
N	45.00	33.00	63.25	112.25	163.00	262.50

7 AM non-affiliates, average 1-time rates

D	6.38	7.71	11.26	21.49	35.66	53.00
N	6.00	8.90	16.45	29.35	49.65	79.25

WBOK, 1kw-D, 800kc

D	7.50	13.00	13.00	27.00	40.00	65.00

WDSU, 5kw, 1280kc, ABC, Blair, Pulse, BMB

D	17.00	17.00	20.00	40.00	60.00	100.00
N	25.00	25.00	40.00	80.00	120.00	200.00

WDSU-FM, Chan. 287, 105.3mc, 17.5w, Blair, Bonus

WDSU-TV, Chan. 6, 15.5kw-aur.; 31kw-vis.; ABC, CBS, NBC, DuMont Blair-TV

D	40.00	50.00	80.00	120.00	200.00
N	80.00	100.00	160.00	240.00	400.00

WJBW, 250w, 1230kc, Rambeau

D	4.00	7.00	12.00	22.00	40.00	60.00
N	6.00	10.00	20.00	35.00	60.00	90.00

WJMR, 250w-D, 990kc, Indie Sales

D	7.00	7.00	10.00	20.00	30.00	55.00

WRCM (FM), Chan. 246, 97.1mc, 61kw (Consult station for FM rates)

WMRY, 500w-D, 600kc, Pearson, Pulse

D	7.00	7.00	12.00	24.00	36.00	60.00

WNOE, 50kw-D, 5kw-N, 1060kc, MBS, H-R Representatives

D		20.00	30.00	50.00	85.00	150.00
N		20.00	40.00	80.00	120.00	200.00

WSMB, 5kw, 1350kc, ABC, Petry

D		14.00	18.00	36.00	60.00	100.00
N		22.00	36.00	72.00	120.00	200.00

WSMB-FM, Chan. 274, 102.7mc, 56kw, Bonus

WTIX, 250w, 1450kc

D		7.00	12.00	22.00	40.00	60.00
N		10.00	20.00	35.00	60.00	96.00

WTPS, 1kw-D, 500w-N, 940kc, Branham

D		7.00	10.80	21.60	36.00	60.00
N		9.60	16.80	33.60	51.00	85.00

WTPS-FM, Chan. 239, 95.7mc, 55kw, Bonus

WWL, 50kw, 870kc, CBS, Katz, Pulse

D	35.00	35.00	50.00	84.00	146.00	225.00
N	65.00	65.00	101.00	169.00	292.00	450.00

OAKDALE, 5,598 pop.; Allen Par.; TV alloc.: Chan. 54.

OPELOUSAS, 11,659 pop.; 3,270 homes; 82.0% radio; 2,680 radio homes; St. Landry Par.; TV alloc.: Chan. 58.

KSLO, 250w, 1230kc, MBS, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D	4.65	4.20	7.95	16.50	26.50	53.00
N	6.95	6.20	11.90	25.00	40.00	80.00

RUSTON, 10,372 pop.; 2,738 homes; 82.3% radio; 2,253 radio homes; Lincoln Par.; TV alloc.: Chan. 20.

KRUS, 250w, 1490kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	7.50	18.00	30.00	50.00
N	3.00	4.50	7.50	18.00	30.00	50.00

* * *

SHREVEPORT, 127,206 pop.; 37,241 homes; 87.8% radio; 32,698 radio homes; Caddo Par.; TV alloc.: Chans. 3, 12.

	SB	1M	5M	15M	30M	1 Hr
D	10.38	12.69	19.38	34.38	52.50	87.50
N	20.25	24.38	38.75	68.75	105.00	175.00

KCIJ, 5kw-D, 980kc, Young, Hooper
4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	15.00	25.00	40.00	65.00

KENT, 1kw-D, 500w-N, 1550kc, MBS, Walker, BMB, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.00	12.50	20.00	30.00	50.00
N	14.00	16.00	25.00	40.00	60.00	100.00

* * *

KRMD, 250w, 1340kc, ABC, Weed

	SB	1M	5M	15M	30M	1 Hr
D	7.50	8.75	12.50	20.00	30.00	50.00
N	15.00	17.50	25.00	40.00	60.00	100.00

KRMD-FM, Chan. 266, 101.1mc, 11kw, Bonus

KTBS, 10kw-D, 5kw-N, 710kc, NBC, Petry, Hooper, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	10.00	12.00	22.50	37.50	60.00	100.00
N	20.00	24.00	45.00	75.00	120.00	200.00

KTBS-FM, Chan. 243, 96.5mc, 14kw, Petry, Bonus

* * *

KWKH, 50kw, 1130kc, CBS, Branham, Hooper, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	17.00	22.00	30.00	60.00	90.00	150.00
N	32.00	40.00	60.00	120.00	180.00	300.00

KWKH-FM, Chan. 233, 94.5mc, 13.5kw, Branham, Bonus

THIBODAUX, 7,730 pop.; Lafourche Par.; TV alloc.: Chan. 24.

WINNFIELD, 5,629 pop.; Winn Par.; TV alloc.: Chan. 22.

* * *

LOUISIANA MARKET DATA BY COUNTIES

Parish	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Acadia	47,050	46,260	1.7	22,166	24,884	12,422	9,677	77.9	4,203	28,598	$11,403,991	(1)	727	$ 339,000
Allen	18,835	17,540	7.4	5,598	13,237	5,058	4,117	81.4	1,878	9,098	2,394,622		1,428	778,000
Ascension	22,387	21,215	5.5	4,150	18,237	5,863	4,737	80.8	2,012	11,273	2,666,789		403	142,000
Assumption	17,278	18,541	—6.8		17,278	4,286	3,437	80.2	1,373	5,488	5,082,793		992	436,000
Aroyelles	38,031	39,256	—3.1	8,301	29,730	10,222	8,188	80.1	3,395	15,640	6,136,598		370	178,000
Beauregard	17,766	14,847	19.7	5,799	11,967	4,941	3,908	79.1	1,504	10,710	1,453,651		1,111	635,000
Bienville	19,105	23,933	—20.2		19,105	4,963	4,104	82.7	2,090	8,081	1,876,741		755	288,000
Bossier	40,139	33,162	21.0	16,779	23,360	10,263	8,641	84.2	3,286	19,563	4,783,024		965	483,000
Caddo	176,547	150,203	17.5	133,429	43,118	50,323	43,882	87.2	25,835	205,901	8,935,321		7,062	4,637,000
Calcasieu	89,635	56,506	58.6	64,691	24,944	24,958	21,489	86.1	9,043	87,349	6,269,957		5,839	5,264,000
Caldwell	10,293	12,046	—14.6		10,293	2,781	2,353	84.6	1,296	5,028	1,456,310		789	312,000
Cameron	6,244	7,203	—13.3		6,244	1,616	1,366	84.5	789	1,924	1,670,109		171	38,000
Catahoula	11,834	14,618	—19.0		11,834	3,107	2,445	78.7	915	4,796	2,582,242		152	80,000
Claiborne	25,063	29,855	—16.1	7,789	17,274	6,567	5,306	80.8	2,645	13,271	2,996,677		495	200,000
Concordia	14,398	14,562	—1.1	3,847	10,551	3,987	2,998	75.2	1,137	5,861	2,096,180		126	61,000
De Soto	24,398	31,803	—23.3	4,440	19,958	6,418	5,096	79.4	2,313	13,116	4,379,288		1,060	506,000
E. Baton Rouge	158,236	88,415	79.0	135,767	22,469	43,115	38,717	89.8	15,889	164,088	2,299,989		17,478	16,796,000
E. Carroll	16,302	19,023	—14.3	4,123	12,179	4,277	3,169	74.1	1,500	7,515	4,241,864		226	74,000
E. Feliciana	19,133	18,039	6.1	6,772	12,361	3,343	2,567	76.8	877	4,902	2,222,089		552	139,000
Evangeline	31,629	30,497	3.7	6,633	24,996	8,715	6,589	75.6	1,781	11,210	7,053,334		354	210,000
Franklin	29,376	32,382	—9.3	3,665	25,721	7,230	5,712	79.0	2,704	12,419	10,285,242		80	21,000
Grant	14,263	15,933	—10.5		14,263	3,935	3,223	81.9	1,491	4,517	1,295,091		407	123,000
Iberia	40,059	37,183	7.7	21,159	18,900	10,632	8,676	81.6	4,411	28,123	5,310,014		1,720	926,000
Iberville	26,750	27,721	—3.5	5,747	21,003	7,161	5,757	80.4	2,476	13,168	3,242,808		716	302,000
Jackson	15,434	17,807	—13.3	3,097	12,337	4,131	3,528	85.4	2,186	9,370	479,481		2,236	1,290,000
Jefferson	103,873	50,427	106.0	92,215	11,658	28,455	25,894	91.0	9,316	49,460	1,291,458		7,173	4,176,000
Jefferson Davis	26,298	24,191	8.7	12,512	13,786	7,063	5,735	81.2	2,620	20,991	10,110,429		313	106,000
Lafayette	57,743	43,941	31.4	33,541	24,202	14,856	11,855	79.8	4,428	39,727	6,341,020		1,389	569,000
Lafourche	42,209	38,615	9.3	10,550	31,659	10,380	8,449	81.4	3,342	30,157	4,499,048		1,863	739,000
La Salle	12,717	10,959	16.0		12,717	3,617	3,071	84.9	1,297	7,586	419,527		735	305,000
Lincoln	25,782	24,790	4.0	10,372	15,410	6,364	5,231	82.2	2,744	14,453	1,756,428		496	196,000
Livingston	20,054	17,790	12.7		20,054	5,151	4,250	82.5	1,757	8,917	1,602,749		763	297,000
Madison	17,451	18,443	—5.4	7,758	9,693	4,801	3,586	74.7	1,533	9,509	3,870,836		859	365,000
Morehouse	32,038	27,571	16.2	12,769	19,269	8,352	6,565	78.6	2,454	19,205	6,661,625		2,666	1,965,000
Natchitoches	38,144	40,997	—7.0	9,914	28,230	9,653	7,636	79.1	3,091	13,816	5,304,060		825	246,000
Orleans	570,445	494,537	15.3	570,445		165,607	146,231	88.3	100,856	590,310	623,746		35,794	20,902,000
Ouachita	74,713	59,168	26.3	48,874	25,839	21,406	18,366	85.8	9,735	84,563	3,729,801		4,040	2,623,000
Plaquemines	14,239	12,318	15.6		14,239	3,566	3,070	86.1	1,446	4,504	1,101,951		607	71,000
Pointe Coupee	21,841	24,004	—9.0	2,818	19,023	5,521	4,367	79.1	1,748	8,559	4,360,172		333	109,000
Rapides	90,648	73,370	23.5	41,336	49,312	24,067	19,903	82.7	8,978	70,173	7,178,658		3,289	1,591,000
Red River	12,113	15,881	—23.7		12,113	3,158	2,530	80.1	1,159	4,676	3,217,206		69	15,000
Richland	26,672	28,829	—7.5	3,138	23,534	6,691	5,440	81.3	2,439	14,945	7,025,545		174	79,000
Sabine	20,880	23,586	—11.5		20,880	5,479	4,454	81.3	1,928	7,687	1,449,680		973	398,000
St. Bernard	11,087	7,280	52.3	2,643	8,444	2,933	2,616	89.2	1,073	3,656	377,437		1,831	874,000
St. Charles	13,363	12,321	8.5	3,366	9,997	3,446	2,960	85.9	1,417	5,323	703,357		1,183	992,000
St. Helena	9,013	9,542	—5.5		9,013	2,181	1,703	78.1	661	1,459	1,970,942		79	16,000
St. James	15,334	16,596	—7.6		15,334	3,667	2,989	81.5	1,213	6,337	2,698,390		178	87,000
St. John the Baptist	14,861	14,766	0.6		4,465	3,642	3,045	83.6	1,422	5,620	1,626,373		997	687,000
St. Landry	78,476	71,481	9.8	19,843	58,633	18,590	14,463	77.8	4,915	36,518	10,958,193		1,046	432,000
St. Martin	26,353	26,394	—0.2	4,614	21,739	6,235	4,807	77.1	1,784	8,631	4,566,931		475	160,000
St. Mary	35,848	31,458	14.0	18,522	17,326	9,413	7,719	82.0	3,505	23,213	4,655,110		1,947	807,000
St. Tammany	26,988	23,624	14.2	8,577	18,411	7,428	6,254	84.2	3,098	15,565	2,082,919		926	520,000
Tangipahoa	53,218	45,519	16.9	14,904	38,314	14,185	11,532	81.3	5,026	35,727	7,462,328		2,261	842,000
Tensas	13,209	15,940	—17.1		13,209	3,680	2,863	77.8	1,021	5,744	4,040,625		148	42,000
Terrebonne	43,328	35,880	20.8	16,314	27,014	10,627	8,767	82.5	3,441	27,862	2,254,108		2,908	676,000
Union	19,141	20,943	—8.6		19,141	5,002	4,217	84.3	2,169	9,060	2,075,848		723	266,000
Vermillion	36,929	37,750	—2.2	13,900	23,029	10,234	8,085	79.0	3,437	21,911	11,327,099		407	222,000
Vernon	18,974	19,142	—0.9	4,670	14,304	5,279	4,281	81.1	1,977	9,109	1,052,877		274	103,000
Washington	38,371	34,443	11.4	17,798	20,573	10,264	8,468	82.5	4,443	25,355	3,682,185		3,772	2,260,000
Webster	35,704	33,676	6.0	13,170	22,534	9,488	7,989	84.2	4,208	25,629	2,221,121		3,854	2,625,000
W. Baton Rouge	11,738	11,263	4.2	3,097	8,641	3,126	2,591	82.9	1,049	4,665	1,973,116		180	73,000
W. Carroll	17,248	19,252	—10.4		17,248	4,204	3,515	83.6	2,044	7,105	4,344,725		84	32,000
W. Feliciana	10,169	11,720	—13.2		10,169	1,833	1,413	77.1	467	2,051	1,935,254		620	203,000
Winn	16,119	16,923	—4.8	5,629	10,490	4,554	3,657	80.3	1,610	7,597	714,719		691	273,000

(1) Louisiana automobile registrations are not compiled on a parish basis. Total 1951 passenger car registration for the state: 566,209.

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

MAINE

SPOT RATE FINDER

AUBURN, 23,134 pop.; 6,889 homes; 97.8% radio; 6,737 radio homes; Androscoggin Co.; TV alloc.: Chan. 23.

AUGUSTA, 20,913 pop.; 5,568 homes; 97.7% radio; 5,440 radio homes; Kennebec Co.; TV alloc.: Chans. 10, 29.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.00	7.00	12.50	13.75	31.25
N	5.50	7.00	12.00	24.00	36.00	60.00

WFAU, 250w, 1340kc, MBS, Forjoe, Borgatti

D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	12.00	24.00	36.00	60.00

WRDO, 250w, 1440kc, NBC, Weed, Bannan

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

BANGOR, 31,558 pop.; 8,482 homes; 98.4% radio; 8,346 radio homes; Penobscot Co.; TV alloc.: Chans. 2, 5, *16.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.00	24.00	36.00	60.00
N	15.00	15.00	24.00	48.00	72.00	120.00

WABI, 5kw, 910kc, Everett-McKinney, Pulse, Hooper

D			15.00	30.00	45.00	75.00
N			15.00	30.00	45.00	75.00

WGUY, 250w, 1230kc, CBS, Avery-Knodel

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WGUY-FM, Chan. 226, 93.1mc, 10kw, Avery-Knodel

WLBZ, 5kw, 620kc, NBC, Weed

D	9.00	9.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

(Continued on page 84)

MARKET INDICATORS FOR MAINE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	913,774	'50	847,226	'40
Urban Population	472,000	'50	(1) 343,057	'40
Rural Population	441,774	'50	(1) 504,169	'40
Total Homes	254,652	'50	218,968	'40
Percentage Radio	96.0%	'50	86.5%	'40
Radio Homes	275,655	'50	184,348	'40
Retail Sales	$ 806,636,000	'51	$ 749,712,000	'48
Automobiles	280,141	'51	276,421	'50
Telephones	236,700	'52	164,100	'45
New Construction	$ 68,300,000	'47	$ 38,100,000	'40
Median Family Income	$ 2,213	'49		
Farm Income	$ 125,517,051	'49	$ 96,396,840	'44
Employed	312,326	'50	276,786	'40
Internal Revenue Collections	$ 127,265,804	'51	$ 106,910,352	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

MAINE

SPOT RATE FINDER

(Continued from page 83)

BAR HARBOR, 2,572 pop.; Hancock Co.; TV alloc.: Chan. 22.

BATH, 10,644 pop.; 3,188 homes; 95.9% radio; 3,057 radio homes; Sagadahoc Co.; TV alloc.: Chan. 65.

BELFAST, 5,960 pop.; Waldo Co.; TV alloc.: Chan. 41.

BIDDEFORD, 20,836 pop.; 5,823 homes; 98.3% radio; 5,724 radio homes; York Co.; TV alloc.: Chan. 59.
WIDE, 250w, 1400kc, MBS, Devney

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	15.00	28.00	50.00
N	7.50	9.00	15.00	25.00	40.00	70.00

CALAIS, 4,589 pop.; Washington Co.; TV alloc.: Chans.: 7, 20.

DOVER-FOXCROFT, 2,566 pop.; Piscataquis Co.; TV alloc.: Chan. 18.

FORT KENT, 3,001 pop.; Aroostook Co.; TV alloc.: Chan. 17.

HOULTON, 6,029 pop.; Aroostook Co.; TV alloc.: Chan. 24.
WABM, 250w, 1340kc

D	3.00	4.00	6.00	12.00	18.00	25.00
N	4.00	6.00	8.00	18.00	30.00	40.00

Sold in combination with WAGM, Presque Isle, Me.

LEWISTON, 40,974 pop.; 11,372 homes; 98.4% radio; 11,240 radio homes; Androscoggin Co.; TV alloc.: Chans. 8, 17.

2 AM affiliates, average 1-time rates

D	5.00	6.50	11.00	22.00	33.00	55.00
N	7.50	9.00	18.00	36.00	54.00	90.00

WCOU, 250w, 1240kc, MBS, Borgatti, Forjoe, Hooper

D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

WCOU-FM, Chan. 230, 93.9mc, 13.2kw

	SB	1M	5M	15M	30M	1 Hr
D		2.83	4.50	9.00	13.50	22.50
N		4.70	7.50	15.00	22.50	37.50

WLAM, 5kw, 1470kc, ABC, Everett-McKinney, Hooper

D	7.00	7.00	14.00	28.00	42.00	70.00
N	12.00	12.00	24.00	48.00	72.00	120.00

MILLINOCKET, 5,755 pop.; Penobscot Co.; TV alloc.: Chan. 14.

ORONO, 3,634 pop.; Penobscot Co.; TV alloc.: Chan. *12.

PORTLAND, 77,634 pop.; 23,108 homes; 98.0% radio; 22,646 radio homes; Cumberland Co.; TV alloc.: Chans. 6, 13, *47, 53.

3 AM affiliates, average 1-time rates

D	10.00	10.40	16.00	32.00	48.00	80.00
N	20.00	20.67	32.00	64.00	96.00	160.00

WCSH, 5kw, 970kc, NBC, Weed, Conlan, BMB

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

WGAN, 5kw, 560kc, CBS, Avery-Knodel

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

WPOR, 250w, 1490kc, ABC, MBS, Everett-McKinney, Borgatti

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.00	24.00	48.00	72.00	120.00

PRESQUE ISLE, 9,954 pop.; Aroostook Co.; TV alloc.: Chans. 8, 19.
WAGM, 250w, 1450kc, Conlan

D	3.00	4.00	6.00	12.00	18.00	25.00
N	4.00	6.00	8.00	18.00	30.00	40.00

ROCKLAND, 9,234 pop.; Knox Co.; TV alloc.: Chan. 25.

RUMFORD, 7,888 pop.; Oxford Co.; TV alloc.: Chan. 55

VAN BUREN, 3,732 pop.; Aroostook Co.; TV alloc.: Chan. 15.

WATERVILLE, 12,284 pop.; 5,057 homes; 91.2% radio; 4,612 radio homes; Kennebec Co.; TV alloc.: Chan. 35.

WTVL, 250w, 1490kc, ABC, Everett-McKinney, Kettell-Carter, Conlan

D	6.00	6.00	8.00	16.00	24.00	40.00
N	7.50	7.50	12.00	24.00	36.00	60.00

* * *

* * *

MAINE MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Androscoggin	83,594	76,679	9.0	67,123	16,471	23,691	23,122	97.6	17,657	81,514	$ 5,096,234	(1)	$2,903	33,425
Aroostook	96,039	94,436	1.7	32,712	63,327	22,524	21,375	94.9	14,031	90,569	53,835,164		2,315	26,891
Cumberland	169,201	146,000	15.9	120,841	48,360	48,437	47,371	97.8	34,977	168,792	7,176,435		2,912	70,676
Franklin	20,682	19,896	4.0	3,113	17,569	5,824	5,364	92.1	4,266	16,568	2,524,639		2,420	7,466
Hancock	32,105	32,422	—1.0	6,508	25,597	9,940	9,334	93.9	7,501	25,173	2,004,245		2,139	10,698
Kennebec	83,881	77,231	8.6	52,169	31,712	22,950	22,216	96.8	16,464	79,385	6,917,974		2,799	30,687
Knox	28,121	27,191	3.4	12,504	15,617	8,837	8,369	94.7	6,704	26,571	4,315,023		2,196	11,670
Lincoln	18,004	16,294	10.5		18,004	5,467	5,090	93.1	3,859	17,780	2,697,928		1,987	3,124
Oxford	44,221	42,662	3.7	14,396	29,825	12,027	11,317	94.1	9,047	33,147	4,665,788		2,609	15,212
Penobscot	108,198	97,104	11.4	61,427	46,771	28,336	27,373	96.6	21,146	101,955	10,296,965		2,689	34,556
Piscataquis	18,617	18,467	0.8	2,566	16,051	5,420	5,176	95.5	4,156	13,883	2,374,423		2,427	6,046
Sagadahoc	20,911	19,123	9.3	10,644	10,267	6,159	5,851	95.0	4,558	15,744	1,067,787		2,469	6,446
Somerset	39,785	38,245	4.0	15,525	24,260	11,359	10,496	92.4	8,279	26,902	5,859,214		2,356	13,705
Waldo	21,687	21,159	2.5	5,960	15,727	6,311	5,964	94.5	4,547	14,377	8,008,591		1,829	7,121
Washington	35,187	37,767	—6.8	7,712	27,475	10,395	9,719	93.5	7,816	22,912	2,415,742		1,843	10,134
York	93,541	82,550	13.3	58,800	34,741	26,766	26,124	97.6	19,340	71,364	5,493,298		2,822	33,753

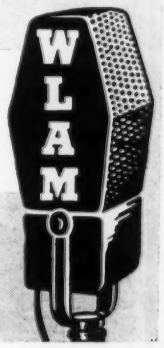
(1) Maine automobile registrations are not compiled on a county basis. Total registration for the state for 1951 was 280,141.
Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

If you want sales in Maine
Buy LEWISTON-AUBURN
1st IN PAYROLLS . . . 1951 RETAIL SALES . . . $70,597,000

BUY 5000 WATT
WLAM
ABC NETWORK "MAINE'S VOICE OF PROGRESS"

1st IN SHARE OF AUDIENCE

AFTERNOONS 8:00 a.m. to 12 Noon 43.1%
MORNINGS 12 Noon to 6:00 p.m. 43.0%
EVENINGS 6:00 p.m. to 8:00 p.m. 40.9%



Represented Nationally by Everett-McKinney, Inc.

C. E. HOOPER, INC. Survey
LEWISTON-AUBURN, ME., FEB., MAR., APR. 1951

Represented in New England by Kettell-Carter

WTBO

CUMBERLAND, MD.

25 Years of Service

AFFILIATE

Represented by
THE BRANHAM CO.

Covers Maryland's 2ND Market Second to None

WTBO's MARKET COVERAGE

Population	165,046	Drug Store Sales *$	2,559,000
Families	46,078	Hshold-Furn.-Radio	6,408,000
Radio Families	43,200	Automotive Group	22,160,000
Total Retail Sales	$116,265,000	Effective Buying Income	166,523,000
Food Group	32,558,000		
General Merchandise	11,938,000	Farm Income	17,327,000

* Incomplete. Total figure withheld to avoid disclosure.

MARYLAND

SPOT RATE FINDER

ANNAPOLIS, 10,047 pop.; 2,859 homes; 93.9% radio; 2,685 radio homes; Anne Arundel Co.; TV alloc.: Chan. 14.

3 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.50	6.00	14.25	24.83	39.00	65.00

WANN, 1kw-D, 1190kc

D		7.00	15.75	24.50	42.00	70.00

WASL, 250w-D, 810kc

D		5.00	12.00	20.00	30.00	50.00

WNAV, 1kw, 1430kc

D	5.00	6.00	15.00	30.00	45.00	75.00
N	9.00	12.00	18.00	36.00	54.00	90.00

WNAV-FM, Chan. 256, 99.1mc, 16.6kw (Rates on request)

BALTIMORE, 949,708 pop.; 268,019 homes; 96.9% radio; 259,710 radio homes; No County; TV alloc.: Chans. 2 (WMAR-TV), 11 (WBAL-TV), 13 (WAAM(TV)), 18, *24, 30.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	26.25	27.75	40.00	80.00	120.00	200.00
N	42.37	48.38	70.00	140.00	210.00	350.00

4 AM non-affiliates, average 1-time rate

D	7.85	9.32	20.89	36.86	56.56	89.70
N	10.80	12.40	33.40	56.90	83.50	140.40

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WAAM (TV), Chan. 13, 14.0kw-aur.; 26.1kw-vis.; Harrington, Righter & Parsons

	SB	1M	5M	15M	30M	1 Hr
D		62.50	75.00	180.00	210.00	350.00
N		125.00	150.00	280.00	420.00	700.00

WBAL, 50kw, 1090kc, NBC, Petry

D	35.00	35.00	50.00	100.00	150.00	250.00
N	52.50	52.50	75.00	150.00	225.00	375.00

WBAL-TV, Chan. 11, 13.1kw-aur.; 27.2-kw-vis.; NBC, Petry

D	75.00	75.00	100.00	160.00	240.00	400.00
N	150.00	150.00	200.00	320.00	480.00	800.00

WBMD, 1kw-D, 750kc, McGillvra

D	6.00	7.50	19.75	33.25	46.75	75.00

WCAO, 5kw, 600kc, CBS, Raymer, BMB, Pulse

D	25.00	28.00	40.00	80.00	120.00	200.00
N	45.00	55.00	75.00	150.00	225.00	375.00

WCAO-FM, Chan. 274, 102.7mc, 20kw, Raymer, Bonus

WCBM, 10kw-D, 5kw-N, 680kc, MBS, Taylor

D	17.00	20.00	30.00	60.00	90.00	150.00
N	30.00	36.00	55.00	110.00	165.00	275.00

WFBR, 5kw, 1300kc, ABC, Blair, Pulse

D	28.00	28.00	40.00	80.00	120.00	200.00
N	42.00	42.00	75.00	150.00	225.00	375.00

WITH, 250w, 1230kc, Headley-Reed Pulse

D	9.00	11.00	23.00	40.00	57.50	98.00
N	14.00	16.00	46.00	80.00	115.00	195.00

WITH-FM, Chan. 282, 104.3mc, 20kw Forjoe, Bonus

WMAR (TV), Chan. 2, 8kw-aur.; 16kw-vis.; CBS, Katz

D		62.50	77.50	160.00	240.00	400.00
N		150.00	180.00	320.00	480.00	800.00

WSID, 1kw-D, 1010kc

	SB	1M	5M	15M	30M	1 Hr
D	8.00	10.00	20.00	40.00	70.00	100.00

(See Group Rates—UBC Network)

WWIN, 1400kc, 250w, Indie Sales

D	7.60	8.80	20.80	33.80	52.00	85.80
N	7.60	8.80	20.80	33.80	52.00	85.80

WWIN-FM, Chan. 234, 94.7mc, 20kw, (Rates same as AM, except from 6 pm to 8:30 pm. Rates for that period below)

2.34	2.60	6.48	10.80	18.00	30.00

BETHESDA, 45,807 pop.; 98.3% radio; Montgomery Co.

WUST, 250w-D, 1120kc

D	6.00	9.00	18.00	36.00	54.00	90.00

WUST-FM, Chan. 292, 106.3mc, 0.5kw (Above rate includes 25% for simultaneous FM)

BRADBURY HEIGHTS, Prince Georges Co.

WBUZ (FM), Chan. 244, 96.7mc, 420w (See Transit Radio Listing)

CAMBRIDGE, 10,351 pop.; 3,157 homes; 88.3% radio; 2,788 radio homes; Dorchester Co.; TV alloc.: Chan. 22.

WCEM, 100w, 1240kc, MBS

D	3.40	4.50	9.00	18.00	27.00	46.00
N	3.80	5.00	10.00	20.00	30.00	50.00

CUMBERLAND, 37,679 pop.; 11,332 homes; 96.4% radio; 10,924 radio homes; Allegany Co.; TV alloc.: Chan. 17.

WCUM, 250w, 1490kc, CBS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WCUM-FM, Chan. 275, 102.9mc, 1kw, Meeker, Bonus

WDYK, 250w, 1230kc, ABC, MBS, Radio Reps

D	6.00	6.00	10.80	21.50	36.00	60.00
N	8.80	8.80	16.00	32.00	54.00	90.00

WTBO, 250w, 1450kc, NBC

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	11.90	23.17	36.00	60.00
N	8.90	8.90	17.33	34.67	54.00	90.00

FREDERICK, 18,142 pop.; 5,308 homes; 94.9% radio; 5,037 radio homes; Frederick Co.; TV alloc.: Chan. 62.

WFMD, 1kw, 930kc, CBS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WFMD-FM, Chan. 260, 99.9mc, 2kw (Rates on request)

HAGERSTOWN, 36,260 pop.; 11,162 homes; 96.4% radio; 10,760 radio homes; Washington Co.; TV alloc.: Chan. 52.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.04	6.30	12.60	25.20	37.80	63.00
N	7.20	9.00	18.00	36.00	54.00	90.00

WARK, 250w, 1490kc, CBS

D	8.00	10.00	20.00	40.00	70.00	100.00
N	8.00	10.00	20.00	40.00	70.00	100.00

(See Group Rates—UBC Network)

WJEJ, 250w, 1240kc, MBS

D	5.04	6.30	12.60	25.20	37.80	63.00
N	7.20	9.00	18.00	36.00	54.00	90.00

WJEJ-FM, Chan. 284, 104.7mc, 3kw, Walker, Bonus

HAVRE DE GRACE, 7,809 pop.; Harford Co.

WASA, 1kw-D, 1330kc, Schepp-Reiner

D	5.00	6.00	10.00	18.00	27.00	45.00

ROCKVILLE, 6,934 pop.; Montgomery Co.

(Continued on page 86)

In Baltimore's Metropolitan Area, 1st in sales in Md.

IT'S WSID that gets the bid Baltimore's Favorite Independent

WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

In Baltimore **WSID** has more listeners during the entire afternoon period than ANY TWO STATIONS GIVING HORSE RACE RESULTS.

U B C

CBS In Hagerstown,

Capital of Western Maryland
2nd in sales in Md.

IT'S WARK-CBS that leads the entire area

'Mark WARK' on your list

Auxiliary Studio, Waynesboro, Pa.

Leads any TWO other stations in listening audience according to all surveys available.

For more listeners and more value
Call UBC, 912 N. Charles St., Baltimore, Saratoga 8250
8th & Eye Sts., N. W., Washington, D. C., Emerson 2798
128 S. Prospect St., Hagerstown 4500

MARYLAND
SPOT RATE FINDER

(Continued from page 85)

WINX, 1kw-D, 1600kc

	SB	1M	5M	15M	30M	1 Hr
D	8.00	10.00	20.00	40.00	70.00	100.00
N	8.00	10.00	20.00	40.00	70.00	100.00

(See Group Rates—UBC Network)

SALISBURY, 15,141 pop.; 4,637 homes; 92.8% radio; 4,303 radio homes; Wicomico Co.; TV alloc.: Chan. 16.

WBOC, 1kw, 960kc, MBS, Burn-Smith, BMB

D	6.00	7.50	14.00	28.00	42.00	70.00
N	7.00	9.00	16.00	32.00	48.00	80.00

WESN (FM), Chan. 248, 97.5mc, 3kw, Burn-Smith (Bonus with WBOC, used separate 50% of AM rate)

SILVER SPRING, Montgomery Co.

WGAY, 1kw-D, 1050kc, McGillvra, Pulse

D	7.00	10.00	15.00	27.00	45.00	80.00

* * *

MARKET INDICATORS FOR MARYLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,343,001	'50	1,821,244	'40
Urban Population	1,615,902	'50	(1) 1,080,351	'40
Rural Population	727,099	'50	(1) 740,893	'40
Total Homes	640,422	'50	465,683	'40
Percentage Radio	95.7%	'50	88.1%	'40
Radio Homes	613,960	'50	396,338	'40
Retail Sales	$2,185,187,000	'51	$1,912,186,000	'48
Automobiles	736,827	'51	684,748	'50
Telephones	715,000	'52	405,100	'45
New Construction	$ 567,900,000	'51	$ 147,100,000	'40
Farm Income	$ 22,222,125	'49	$ 64,084,000	'40
Internal Revenue Collections	*$1,406,634,606	'51	*$1,130,796,682	'50

* Including District of Columbia.

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

Marketbook Map
of
Maryland, Delaware
& D. C.
Page 42

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MARYLAND MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Allegany	89,556	86,973	3.0	47,986	41,570	25,427	24,410	96.0	18,896	79,976	$ 1,145,015	20,040	14,213	$9,832,000
Anne Arundel	117,392	68,375	71.7	37,432	79,960	27,782	26,393	95.0	12,156	62,029	5,351,727	31,197	1,292	793,000
Baltimore	270,273	155,825	73.4	189,306	80,937	72,593	70,493	97.1	34,425	1,351,303	10,421,745	82,659	46,982	39,198,000
Calvert	12,100	10,484	15.4		12,100	2,956	2,533	85.7	1,256	7,439	3,007,060	3,187	203	129,000
Caroline	18,234	17,549	3.9		18,234	5,527	5,096	92.2	3,450	19,731	10,179,932	5,634	1,474	631,000
Carroll	44,907	39,054	15.0	6,140	38,767	11,295	10,787	95.5	7,950	36,393	11,433,436	13,675	3,598	1,890,000
Cecil	33,356	26,407	26.3	5,245	28,111	8,541	8,054	94.3	4,897	22,580	6,040,279	9,203	1,340	838,000
Charles	23,415	17,612	32.9		23,415	5,526	4,752	86.0	1,799	14,522	4,177,594	6,416	183	76,000
Dorchester	27,815	28,006	—0.7	10,351	17,464	8,026	7,151	89.1	4,769	21,613	5,700,631	7,168	2,203	1,054,000
Frederick	62,287	57,312	8.7	21,894	40,393	16,505	15,531	94.1	11,525	59,551	16,087,464	17,622	3,700	1,874,000
Garrett	21,259	21,981	—3.3		21,259	5,423	4,875	89.9	3,146	13,512	3,396,379	4,461	475	263,000
Harford	51,782	35,060	47.7	13,331	38,451	13,531	12,773	94.4	6,567	37,578	8,912,208	15,853	1,376	794,000
Howard	23,119	17,175	34.6	3,411	19,708	5,782	5,447	94.2	3,071	11,187	4,530,683	6,765	697	365,000
Kent	13,677	13,465	1.6	3,143	10,534	4,007	3,622	90.4	2,444	12,743	5,428,340	4,014	746	288,000
Montgomery	164,401	83,912	95.9	124,471	39,930	45,216	44,131	97.6	19,909	122,864	10,678,909	65,722	1,475	1,051,000
Prince Georges	194,182	89,490	117.0	140,368	53,814	50,670	48,694	96.1	17,644	86,709	7,159,565	65,640	1,639	1,108,000
Queen Annes	14,579	14,476	0.7		14,579	4,220	3,794	89.9	2,527	10,179	6,567,449	3,953	81	32,000
St. Marys	29,111	14,626	99.0		29,111	6,308	5,217	82.7	1,280	13,762	3,886,688	6,031	128	42,000
Somerset	20,745	20,965	—1.0	3,688	17,057	5,927	5,222	88.1	3,357	16,602	6,129,688	4,052	1,107	430,000
Talbot	19,428	18,784	3.4	4,836	14,592	5,902	5,365	90.9	3,853	25,473	5,622,632	5,787	644	249,000
Washington	78,886	68,838	14.6	36,260	42,626	22,340	21,290	95.3	14,843	72,653	8,727,086	21,833	11,221	7,298,000
Wicomico	39,641	34,530	14.8	15,141	24,500	11,922	11,004	92.3	7,335	49,194	12,746,203	11,063	1,159	533,000
Worcester	23,148	21,245	9.0	3,191	19,957	6,975	6,340	90.9	4,001	37,594	14,301,095	6,006	1,853	738,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

Two Cooks Sell Better Than One!

"HOME COOKING" WITH MR. AND MRS. IS TELEVISED MONDAY THRU FRIDAY 11:00 TO 11:45 A.M. FROM THE MODERN **WAAM** KITCHEN . . . AND THE RESULTS ARE AMAZING!

Every morning, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM cameras see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc. At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The sponsored products are sold beautifully and solidly. THE COST IS LOW—$48 per participation less frequencies—one of the sweetest buys in television. *Look into it!*

WAAM

TELEVISION . . . CHANNEL 13 . . . BALTIMORE

Represented nationally by Harrington, Righter & Parsons, Inc.

DuMONT—ABC Affiliate

With just **ONE** New England medium
you can reach **7,236,100** PEOPLE
2,065,100 Families
Over $10 Billion Effective Buying Power
Over $7 Billion Retail Sales

WBZ BOSTON

50,000 watts NBC Affiliate
(synchronized with WBZA, Springfield)

WESTINGHOUSE RADIO STATIONS Inc
National Representatives, FREE and PETERS

Figures courtesy SALES MANAGEMENT

MASSACHUSETTS

SPOT RATE FINDER

ATTLEBORO, 23,809 pop.; 7,085 homes; 97.7% radio; 6,922 radio homes; Bristol Co.

WARA, 1kw, 1320kc, Bannan

	SB	1M	5M	15M	30M	1 Hr
D		8.00	12.00	24.00	40.00	60.00
N		10.00	15.00	30.00	50.00	75.00

BARNSTABLE, Barnstable Co.; TV alloc.: Chan. 52.

BOSTON, 801,444 pop.; 219,425 homes; 98.8% radio; 216,792 radio homes; Suffolk Co.; TV alloc.: Chans. *2, 4 (WBZ-TV), 5, 7(WNAC-TV), 44, 50, 56.

3 AM affiliates, average 1-time rates

D	36.33	45.33	69.50	120.33	189.67	229.72
N	72.67	75.33	127.33	240.67	379.67	508.33

6 AM non-affiliates, average 1-time rates

D	15.50	20.33	27.08	51.13	78.08	147.33
N	25.33	34.00	58.01	77.13	91.38	198.25

WBMS, 1kw-D, 1090kc

D	7.50	11.00	17.50	35.00	60.00	100.00

WBZ, 50kw, 1030kc, NBC, Free & Peters, Pulse, BMB. (Operates with WBZA, Springfield, Mass.)

D		45.00	56.00	112.00	168.00	280.00
N		90.00	112.00	224.00	336.00	560.00

WBZ-FM, Chan. 225, 92.9mc, 20kw, Katz, Bonus

WBZ-TV, Chan. 4, 12.9kw-aur.; 26.5kw-vis.; NBC, NBC Spot Sales

D		160.00	200.00	320.00	480.00	800.00
N		300.00	375.00	450.00	675.00	1125.00

WCOP, 5kw, 1150kc, Pulse

D	20.00	22.00	28.00	36.00	44.00	60.00
N	22.00	24.00	30.00	38.00	46.00	62.00

WCOP-FM, Chan. 264, 100.7mc, 20kw, Bonus

WEEI, 5kw, 590kc, CBS, CBS Radio Spot Sales, Pulse

D	42.00	50.00	52.50	105.00	157.00	262.50
N	84.00	95.00	105.00	210.00	315.00	525.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WEEI-FM, Chan. 277, 103.3mc., CBS Radio Spot Sales, Bonus.

WHDH, 50kw, 850kc, Blair, Hooper, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	35.00	35.00	40.00	80.00	120.00	204.00
N	40.00	40.00	60.00	120.00	180.00	306.00

WHDH-FM, Chan. 233, 94.5mc, 20kw, Bonus

WLAW, 50kw, 680kc, ABC, Taylor, Pulse
(See Lawrence, Mass. listing)

WMEX, 5kw, 1510kc

D	9.00	10.00	25.00	50.00	75.00	125.00
N	10.00	12.00	50.00	100.00	150.00	250.00

WNAC, 5kw, 1260kc, MBS, H-R Reps.

D	22.00	30.00	44.00	88.00	132.00	146.67
N	44.00	44.00	88.00	176.00	264.00	440.00

WNAC-FM, Chan. 253, 98.5mc, 19.5kw, Bonus

WNAC-TV, Chan. 7, 13.3kw-aur.; 26.6 kw-vis.; ABC, CBS, DuMont, H-R Reps.

D	160.00	160.00	200.00	380.00	570.00	950.00
N	250.00	250.00	315.00	500.00	750.00	1250.00

WORL, 5kw-D, 950kc, Bolling, Pulse

D	6.00	12.00	24.00	48.00	72.00	120.00

WVOM, 5kw, 1600kc, McGillvra

D		22.00	34.00	58.50	97.50	175.00
N		22.00	34.00	58.50	97.50	175.00

BROCKTON, 62,860 pop.; 19,136 homes; 97.6% radio; 18,677 radio homes; Plymouth Co.; TV alloc.: Chan. 62.

WBET, 1kw-D, 990kc, Bannan, Colton

D	7.50		15.00	30.00	45.00	75.00

WBET-FM, Chan. 249, 97.9mc, 0.8kw, Bannan, Colton
(Bonus-Daytime)
(Night rates on request)

CAMBRIDGE, 120,740 pop.; 32,927 homes; 99.9% radio; 32,894 radio homes; Middlesex Co.

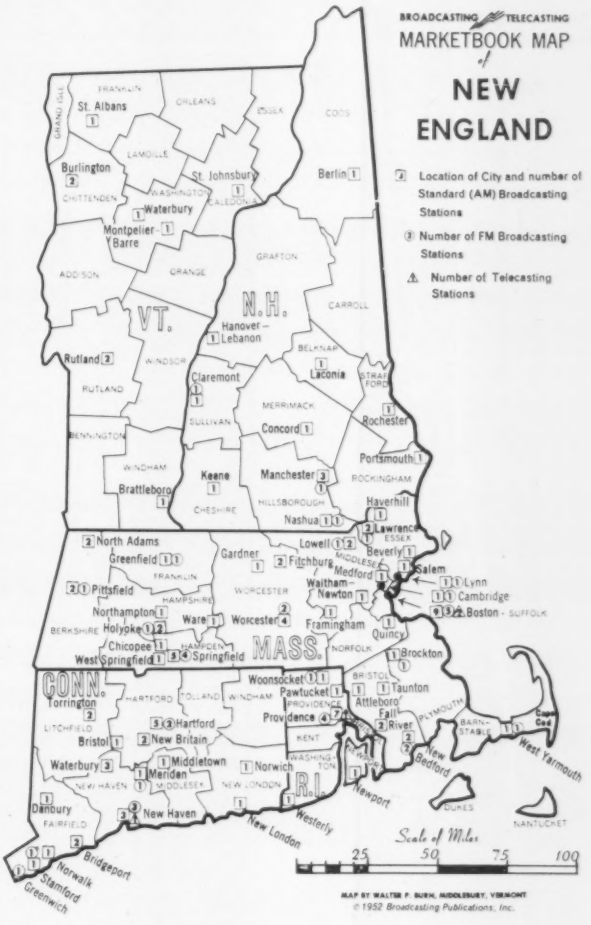
WTAO, 250w-D, 740kc, Indie Sales

D	9.00	21.00	32.00	42.00	65.00	100.00

WXHR (FM), Chan. 245, 96.9mc, 20kw

D	5.00				50.00	85.00

(Continued on page 88)



4 Fabulous Facts about
Boston's **CHANNEL 4** TV Station

WBZ-TV BOSTON

Reaches an area including
- 3,875,700 people
- 1,095,900 families
- $3.8 billion in retail sales
- $5.7 billion in effective buying income

WESTINGHOUSE RADIO STATIONS Inc
National Representatives, NBC Spot Sales

MASSACHUSETTS

SPOT RATE FINDER

(Continued from page 87)

CHICOPEE, 49,211 pop.; 12,609 homes; 99.4% radio; 12,533 radio homes; Hampden Co.

WACE, 1kw-D, 730kc, Indie Sales, Kettell-Carter, Nowlin, BMB

	SB	1M	5M	15M	30M	1 Hr
D	7.00	7.00	14.00	28.00	42.00	70.00

FALL RIVER, 111,963 pop.; 32,635 homes; 98.5% radio; 32,145 radio homes; Bristol Co.; TV alloc.: Chans. 40, 46.

2 AM affiliates, average 1-time rates

D	6.50	7.00	16.00	32.00	48.00	80.00
N	8.50	9.00	24.00	48.00	72.00	120.00

WALE, 250w, 1400kc, MBS, Kettell-Carter, Walker

D	5.00	6.00	16.00	32.00	48.00	80.00
N	5.00	6.00	16.00	32.00	48.00	80.00

WSAR, 5kw, 1480kc, ABC, Bannan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	32.00	64.00	96.00	160.00

FITCHBURG, 42,691 pop.; 12,364 homes; 98.8% radio; 12,216 radio homes; Worcester Co.

WEIM, 1kw, 1280kc, MBS, Walker, Kettell-Carter

D	7.00
N	12.00

WFGM, 1kw-D, 1580kc, Deveny, Bannan, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

FRAMINGHAM, Middlesex Co.

WKOX, 1kw-D, 1190kc

D	6.00	12.00	24.00	36.00	60.00
N	9.00	18.00	36.00	54.00	90.00

GARDNER, 19,581 pop.; 5,567 homes; 98.4% radio; 5,478 radio homes; Worcester Co.

WHOB, 250w, 1490kc, Bolling

D	6.00	12.00	24.00	36.00	60.00
N	8.00	16.00	32.00	48.00	80.00

GREENFIELD, 15,075 pop.; 4,761 homes; 97.6% radio; 4,647 radio homes; Franklin Co.; TV alloc.: Chan. 42.

WHAI, 250w, 1240kc, MBS, Walker, Bannan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	8.00	8.00	12.00	24.00	36.00	60.00

WHAI-FM, Chan. 252, 98.3mc, 1kw, Walker, Bannan, Bonus

HAVERHILL, 47,280 pop.; 14,448 homes; 98.1% radio; 14,173 radio homes; Essex Co.

WHAV, 250w, 1490kc, Kettell-Carter

D	8.00	8.00	16.00	32.00	48.00	80.00
N	8.00	8.00	16.00	32.00	48.00	80.00

HOLYOKE, 54,661 pop.; 16,320 homes; 99.2% radio; 16,189 radio homes; Hampden Co.; TV alloc.: (see Springfield, Mass.)

WHYN, 1kw, 560kc, MBS, Walker

D	10.00	12.00	16.00	32.00	48.00	80.00
N	12.00	15.00	30.00	60.00	90.00	150.00

WHYN-FM, Chan. 226, 93.1mc, 20kw (No data available)

WREB, 500w-D, 930kc

D	8.00	10.00	20.00	27.00	50.00

LAWRENCE, 80,536 pop.; 23,783 homes; 98.4% radio; 23,402 radio homes; Essex Co.; TV alloc.: Chan. 38.

WCCM, 1kw-D, 800kc, Bannan, Indie Sales

D	6.00	7.50	12.00	30.00	45.00	75.00

WLAW, 50kw, 680kc, ABC, Taylor, Pulse

D	30.00	30.00	50.00	100.00	150.00	250.00
N	55.00	55.00	90.00	180.00	270.00	450.00

WLAW-FM, Chan. 229, 93.7mc, 20kw, Taylor, Bonus

LOWELL, 97,249 pop.; 27,060 homes; 99.9% radio; 27,033 radio homes; Middlesex Co.; TV alloc.: Chan. 32.

WCAP, 1kw-D, 980kc

D	9.00	9.00	18.00	36.00	54.00	90.00

WLLH, 250w, 1400kc, MBS, Haskell, Bloomberg

D	10.00	10.00	12.00	24.00	36.00	60.00
N	20.00	20.00	24.00	48.00	72.00	120.00

WLLH-FM, Chan. 258, 99.5mc, 12.2kw, Bonus

LYNN, 99,738 pop.; 29,327 homes; 98.0% radio; 28,740 radio homes; Essex Co.

WLYN, 1kw-D, 1360kc, Bannan, Indie Sales

D	10.00	20.00	40.00	60.00	100.00

WLYN-FM, Chan. 288, 105.5mc, 0.6kw. Bonus during AM operating hours, consultation for night rates.

MEDFORD, 66,113 pop.; 17,519 homes; 99.9% radio; 17,501 radio homes; Middlesex Co.

WHIL, 500w-D, 1430kc

D	6.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

NEW BEDFORD, 109,189 pop.; 33,265 homes; 98.2% radio; 32,666 radio homes; Bristol Co.; TV alloc.: Chans. 28, (E. Anthony & Sons grant) 34.

WBSM, 100w, 1230kc, Bolling, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WBSM-FM, Chan. 247, 97.3mc, 20kw, Bolling, Bonus

WNBH, 250w, 1340kc, MBS, Conlan

D	7.50	7.50	14.40	28.80	43.20	72.00
D	12.00	12.00	24.00	48.00	72.00	120.00

WFMR (FM), Chan. 251, 98.1mc, 20kw, Walker, Bonus

NORTH ADAMS, 21,567 pop.; 6,401 homes; 98.4% radio; 6,299 radio homes; Berkshire Co.; TV alloc.: Chan.: 15.

2 AM non-affiliates, average 1-time rates

D	2.75	4.25	7.15	14.30	21.45	35.75

WMNB, 250w, 1230kc, McGillvra

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WNAW, 250w-D, 860kc

D	2.50	4.50	6.30	12.60	18.90	31.50

NORTHAMPTON, 29,063 pop.; 6,721 homes; 97.6% radio; 6,560 radio homes; Hampshire Co.; TV alloc.: Chan. 36.

WHMP, 250w, 1400kc, Borgatti

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	70.00

PITTSFIELD, 53,348 pop.; 15,387 homes; 98.9% radio; 15,218 radio homes; Berkshire Co.; TV alloc.: Chan. 64.

2 AM affiliates, average 1-time rates

D	7.00	7.50	10.80	21.60	32.40	54.00
N	10.00	9.00	18.00	36.00	54.00	90.00

WBEC, 250w, 1490 kc, ABC, Everett-McKinney

D		8.00	9.60	19.20	28.80	48.00
N		8.00	16.00	32.00	48.00	80.00

WBEC-FM, Chan. 232, 94.3mc, 1kw, Bonus

WBRK, 250w, 1340kc, MBS, Walker

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

QUINCY, 83,835 pop.; 23,897 homes; 99.8% radio; 23,849 radio homes; Norfolk Co.

WJDA, 1kw-D, 1300kc

D	6.00	6.00	12.00	24.00	36.00	60.00

SALEM, 41,880 pop.; 11,773 homes; 97.6% radio; 11,490 radio homes; Essex Co.

WESX, 250w, 1230kc

D	6.00	12.00	18.00	24.00	36.00	60.00
N	6.00	12.00	18.00	24.00	36.00	60.00

SPRINGFIELD, 162,399 pop.; 46,720 homes; 99.5% radio; 46,486 radio homes; Hampden Co.; TV alloc. (Springfield-Holyoke): 55 (Hampden-Hampshire Corp. has grant), 61 WWLP, Springfield, Ill. Bcstg. Corp. grant.).

2 AM affiliates, average 1-time rates

D	8.75	10.00	15.00	30.00	45.00	77.50
N	17.50	20.00	30.00	60.00	90.00	155.00

WBZA, 1kw, 1030kc (Operates in conjunction with WBZ, Boston)

WBZA-FM, Chan. 246, 97.1mc, 10kw

WJKO, 5kw-D, 1600kc, Gill-Keefe & Perna

D	8.50	20.00	40.00	60.00	100.00	

WJKO-FM, Chan. 270, 101.9mc, 10kw, Bonus

WMAS, 250w, 1450kc, CBS, Petry, Hooper

D	10.00	10.00	15.00	30.00	45.00	75.00
N	20.00	20.00	30.00	60.00	90.00	150.00

WMAS-FM, Chan. 234, 94.7mc, 3.2kw, Petry, Bonus

WSPR, 1kw, 1270kc, ABC, Bannan, Hollingbery, Hooper

D	7.50	10.00	15.00	30.00	45.00	80.00
N	15.00	20.00	30.00	60.00	90.00	160.00

WSPR-FM, Chan. 250, 97.9mc, 13kw, Bonus

TAUNTON, 40,109 pop.; 10,660 homes; 99.1% radio; 10,564 radio homes; Bristol Co.

WPEP, 1kw-D, 1570kc

D	5.90	11.00	22.00	33.00	55.00

WALTHAM, 47,187 pop.; 11,976 homes; 99.9% radio; 11,964 radio homes; Middlesex Co.

WCRB, 1kw-D, 1330kc, Bannan

D	5.00	5.00	10.00	20.00	30.00	50.00

WARE, 6,217 pop.; Hampshire Co.

WARE, 1kw-D, 1250kc, Radio Reps., Borgatti, Noonan

D	6.00		10.00	20.00	30.00	50.00

WEST SPRINGFIELD, Hampden Co.

WTXL, 250w, 1490kc, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

(Continued on page 90)

Foxy

time buyers who lead the pack

Tally

"out-of-home" listeners too!

The Reynards among radio time-buyers get results for one reason. They know an "out-of-home" listener is physically closer to the point of purchase. And . . . he or she . . . rarely leaves the house without a wallet.

Here's a point that rates. Combined "in-home" and "out-of-home" ratings make WHDH . . . Boston's best buy!

Tally-ho . . . and happy hunting!

Out of 500 quarter hours surveyed by Pulse of Boston on "out-of-home" listening for July, 1952, here are the results:

	First	*Tied for First*	*Total*
WHDH	414	54	468
Network Stations:			
A	3	7	10
B	13	31	44
C	1	8	9
D	11	21	32

Get all *the facts. WHDH is just as dominant during the* winter *months. For complete ratings, contact your John Blair man.*

WHDH

BOSTON

Owned and operated by the Herald-Traveler Corp.

Represented nationally by John Blair & Co.

MASSACHUSETTS

SPOT RATE FINDER

(Continued from page 88)

WEST YARMOUTH, 1,355 pop.; Barnstable Co.

WOCB, 250w, 1240kc, MBS, Walker, Bannan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	14.00	28.00	42.00	70.00

WOCB-FM, Chan. 232, 94.3mc, 1kw

WORCESTER, 203,486 pop.; 55,386 homes; 98.0% radio; 54,278 radio homes; Worcester Co.; TV alloc.: Chans. 14, 20.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	15.00	15.00	22.67	44.00	66.00	110.00
N	24.00	24.00	38.67	78.67	118.00	196.67

WAAB, 5kw, 1440 kc, ABC, Everett-McKinney.

D	10.00	10.00	20.00	40.00	60.00	100.00
N	14.00	14.00	36.00	72.00	108.00	180.00

WGTR (FM), Chan. 256, 99.1mc, 20kw (See Transit Radio Listing)

WNEB, 250w, 1230kc, Bolling, Hooper

D	6.00	7.50	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WORC, 1kw, 1310kc, MBS, Headley-Reed, Kettell-Carter

D			16.00	32.00	48.00	80.00
N			32.00	64.00	96.00	160.00

WTAG, 5kw, 580kc, CBS, Raymer, Pulse

D	20.00	20.00	30.00	60.00	90.00	150.00
N	34.00	34.00	50.00	100.00	150.00	250.00

WTAG-FM, Chan. 274, 96.1mc, 10kw, Raymer, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MARKET INDICATORS FOR MASSACHUSETTS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,690,514	'50	4,316,721	'40
Urban Population	3,959,239	'50	(1) 3,859,476	'40
Rural Population	731,275	'50	(1) 457,245	'40
Total Homes	1,307,381	'50	1,120,694	'40
Percentage Radio	98.9%	'50	96.2%	'40
Radio Homes	1,294,376	'50	1,044,830	'40
Retail Sales	$5,060,405,000	'51	$4,258,279,000	'48
Automobiles	1,346,520	'51	1,280,329	'50
Telephones	1,649,000	'52	1,101,100	'45
New Construction	$ 751,700,000	'51	$ 241,000,000	'40
Farm Income	$ 135,349,945	'49	$ 114,838,916	'44
Internal Revenue Collections	$1,481,004,778	'51	$1,127,641,137	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

MASSACHUSETTS MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Barnstable	46,805	37,295	25.5	10,693	36,112	14,532	13,980	96.2	9,684	75,347	$ 2,382,897	(1)	524	$ 312,000
Berkshire	132,966	122,273	8.7	102,608	30,358	38,034	37,273	98.0	30,007	153,365	6,867,502		26,943	20,406,000
Bristol	381,569	364,637	4.6	323,857	57,712	110,791	109,018	98.4	89,300	333,926	13,312,931		84,119	50,877,000
Dukes	5,633	5,669	—0.6		5,633	1,846	1,765	95.6	1,508	8,381	248,990		29	20,000
Essex	522,384	496,313	5.3	468,202	54,182	152,289	150,005	98.5	124,278	557,436	10,710,854		97,770	68,694,000
Franklin	52,747	49,453	6.7	24,302	28,445	15,831	15,419	97.4	12,347	61,006	9,095,404		7,215	4,848,000
Hampden	367,971	332,107	10.8	319,473	48,498	104,142	103,413	99.3	82,569	402,803	10,517,814		68,402	50,182,000
Hampshire	87,594	72,461	20.9	54,992	32,602	21,966	21,549	98.1	16,458	74,183	13,693,644		8,118	4,999,000
Middlesex	1,064,569	971,390	9.6	926,478	138,091	287,043	286,489	99.8	230,313	878,122	21,855,766		111,521	79,215,000
Nantucket	3,484	3,401	2.4	2,901	583	1,140	1,130	99.1	948	7,258	21,452		155	107,000
Norfolk	392,308	325,180	20.6	310,740	81,568	107,040	106,719	99.7	78,417	358,460	9,838,118		34,802	26,085,000
Plymouth	189,468	168,824	12.2	109,743	79,725	55,938	54,931	98.2	44,639	208,646	12,272,155		21,138	12,486,000
Suffolk	896,615	863,248	3.9	896,615		245,330	242,386	98.8	205,152	1,328,932	638,596		107,569	76,344,000
Worcester	546,401	504,470	8.3	408,635	137,766	151,459	149,036	98.4	119,210	612,540	22,112,214		111,277	81,087,000

(1) Massachusetts automobile registrations are not compiled on a county basis. Total 1951 passenger registrations for the state: 1,346,520.

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

Why is Greenfield the Best Test Station in New England?

■ Here is a market equally divided into urban and rural listeners... a market that rated eight *superiors* in Sales Management. Our audience is rated higher than twice the next five stations combined.

■ If you would like to know how your product will sell in New England you can do it quickly and at low cost. We know *how*! WHAI has been selling Greenfield for 15 years.

WHAI
GREENFIELD, MASS.

Represented nationally by BANNAN *in* BOSTON *and the* WALKER COMPANY.

Consistently

ONE OF THE NATION'S TOP INDEPENDENTS

1947 1948 1949 1950 1951 1952

Year after year, the nation's top advertisers use WNEB for effective selling in the rich Worcester area. For example, WNEB has 1952 contracts with the following accounts:

Foods

Amazo
Autocrat Coffee
Birds Eye Products
Borden's Instant Coffee
Chase & Sanborn Instant Coffee
Contadina Tomato Paste
Eclipse Coffee Syrup
First National Stores
Franco-American Spaghetti
Hood's Ice Cream
Hood's Milk
International Salt
Jelke Good Luck Margarine
Jello
Lipton Frostee
Lipton Iced Tea
Mrs. Filbert's Margarine
Nucoa
Pan American Coffee Bureau
Post's Cornfetti
Presto Cake Flour
Squire's Arlington Ham
Sterling Salt
Tenderleaf Tea
Victor Coffee
Whiting Milk

Drugs

Anacin
Anahist
Bayer Aspirin
Bromo-Seltzer
Chlorodent Tooth Paste
Doan's Pills
Ex-Lax
Feenamint
4-Way Cold Tablets
Histoplus
Musterole
Pepsodent
Pepto-Bismol
Pomatex
Pertussin
Shadow Wave
Vicks Cough Drops
Vicks Cough Syrup
Vicks Vatronol

Automotive

Chevrolet
DeSoto
Ford

General

Camels
Carling's Beer & Ale
Charmin Tisue
Chesterfield
Diamond Match
Holiday Magazine
Hughes Aircraft
International Harvester
Ladies Home Journal
Metro Goldwyn Mayer
Monsanto Chemical
Narragansett Beer & Ale
New England Coke
New York Sunday News
Sylvania Electric
Touraine Paints
United Aircraft
Viking Snuff

Gasoline

Amoco
Atlantic
Esso

You're In Good Company on WNEB

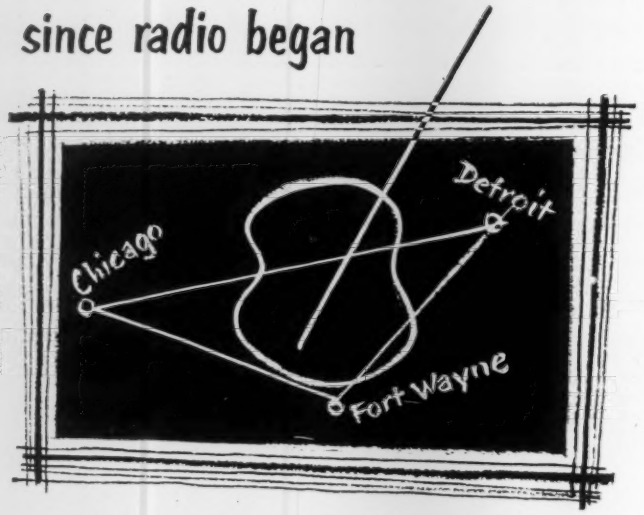
WNEB

WORCESTER MASSACHUSETTS

Your Best Buy In New England's Third Largest Market

Represented by: THE BOLLING COMPANY, INC.

There's been a hole in your coverage since radio began



. . . that is, unless you bought 3 stations to cover the gap between Detroit, Chicago and Fort Wayne.

Now, the new regional 5000-watt voice of WTVB, Coldwater and its sister WSTR, Sturgis, covers the area's 800,000 persons and 256,000 non-duplicated consumer homes.

This coverage is yours in one package, one time clearance from WTVB, one billing.

Only WTVB's long established farm programs reach the rich Tri-State farming community. Only WTVB's signal is strong enough to bore through to them. WTVB *now* has the second most powerful radiated signal over Michigan. And WSTR offers solid fill-in coverage.

Add signal strength to swift, sure coverage of the people you want to sell . . . and you have sales at a cost far less than you've been able to buy anytime —anywhere—in the past.

You can't cover Michigan without the package—WTVB and WSTR

the regional

WTVB
Coldwater, Michigan

WSTR
Sturgis, Michigan

NOW 5000 WATTS

WTVB STURGIS WSTR COLDWATER

COVERING 16 COUNTIES IN MICHIGAN, INDIANA & OHIO

MICHIGAN

SPOT RATE FINDER

ADRIAN, 18,393 pop.; 5,568 homes; 98.4% radio; 5,479 radio homes; Lenawee Co.

WABJ, 250w-D, 1500kc, Holman, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00

ALMA, 8,341 pop.; Gratiot Co.; TV alloc.: Chan. 41.

WFYC, 1kw-D, 1280kc

D	6.00	12.00	24.00	36.00	60.00

ALPENA, 13,135 pop.; 3,820 homes; 96.3% radio; 3,679 radio homes; Alpena Co.; TV alloc.: Chans. 9, 30.

WATZ, 250w, 1450kc, MBS, KBS, Holman
(Sold in combination with WTCM, Traverse City, WATT, Cadillac & WMBN, Petoskey, Mich.)

D	10.50	20.00	42.50	62.50	105.00
N	12.50	25.00	60.00	100.00	150.00

ANN ARBOR, 48,251 pop.; 11,552 homes; 98.9% radio; 11,425 radio homes; Washtenaw Co.; TV alloc.: Chans. 20, *26.

WHRV, 1kw, 1600kc, ABC, Walker, O'Connor

D	6.40	8.00	14.40	28.80	38.40	48.00
N	8.00	10.00	18.00	36.00	48.00	60.00

WPAG, 1kw-D, 1050kc, McGillvra, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00

WPAG-FM, Chan. 254, 98.7mc, 2.2kw, McGillvra, Bonus daytime only

N	4.00	4.00	16.00	24.00	40.00

BAD AXE, 2,973 pop.; Huron Co.; TV alloc.: Chan. 46.

WLEW, 250w-D, 1540kc, Gill-Keefe & Perna

D	3.50	5.00	10.00	20.00	30.00	50.00

BATTLE CREEK, 48,666 pop.; 15,133 homes; 98.3% radio; 14,876 radio homes; Calhoun Co.; TV alloc.: Chans. 58, 64.

2 AM affiliates, average 1-time rates

D	6.75	7.25	16.25	29.00	43.50	72.50
N	8.50	9.00	21.50	38.00	57.00	95.00

WBCK, 1kw, 930kc, MBS, Burn-Smith, Conlan

D	7.00	8.00	17.50	28.00	42.00	70.00
N	9.00	10.00	25.00	40.00	60.00	100.00

WELL, 250w, 1400kc, ABC, Bolling

D	6.50	6.50	15.00	30.00	45.00	75.00
N	8.00	8.00	18.00	36.00	54.00	90.00

WELL-FM, Chan. 271, 102.1mc, 45kw, Bonus

BAY CITY, 52,523 pop.; 15,268 homes; 98.3% radio; 15,008 radio homes; Bay Co.; TV alloc.: Chans. 5, 63, *73.

WBCM, 1kw-D, 500w-N, 1440kc, ABC, Hollingbery, Hooper

D	8.50	8.50	16.00	30.00	44.00	75.00
N	12.00	12.00	24.00	44.00	44.00	100.00

WBCM-FM, Chan. 241, 96.1mc, 41kw, Hollingbery, Bonus

WGRO, 500w-D, 1260kc, Sears & Ayer

D	5.00	12.00	24.00	36.00	60.00

BENTON HARBOR, 18,769 pop.; 5,815 homes; 97.4% radio; 5,664 radio homes; Berrien Co.; TV alloc.: Chan. 42.

WHFB, 1kw-D, 1060kc, Holman, O'Connor

D	8.00	9.00	14.00	28.00	42.00	70.00

WHFB-FM, Chan. 260, 99.9mc, 9.2kw, Holman, (Bonus daytime only)

N	3.00	4.00	8.00	12.00	20.00

BIG RAPIDS, 6,736 pop.; Mecosta Co.; TV alloc.: Chan. 39.

CADILLAC, 10,425 pop.; 3,137 homes; 96.9% radio; 3,040 radio homes; Wexford Co.; TV alloc.: Chans. 13, 45.

WATT, 250w, 1240kc, MBS, KBS, Holman
(Sold in combination with WTCM, Traverse City, WATZ, Alpana & WMBN, Petoskey, Mich.)

D	10.50	20.00	42.50	62.50	105.00
N	12.50	25.00	60.00	100.00	150.00

CALUMET, 1,256 pop.; Houghton Co.; TV alloc.: Chan. 13.

CHEBOYGAN, 5,687 pop.; Cheboygan Co.; TV alloc.: Chans. 4, 36.

COLDWATER, 8,594 pop.; Branch Co.; TV alloc.: Chan. 24.

WTVB, 5kw-D, 500w-N, 1590kc, KBS, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.50	13.50	18.75	36.00	60.00
N	5.00	7.50	13.50	18.75	36.00	60.00

WTVB-FM, Chan. 252, 98.3mc, 0.31kw, McGillvra

D	2.00	2.00	4.00	6.00	10.00
N	2.00	2.00	4.00	6.00	10.00

DEARBORN, 94,994 pop.; 26,687 homes; 99.1% radio; 26,447 radio homes; Wayne Co.

WKMH, 5kw-D, 1kw-N, 1310kc, Headley-Reed

D	22.50	45.00	90.00	135.00	225.00
N	22.50	45.00	90.00	135.00	225.00

WKMH-FM, Chan. 262, 100.3mc, 25.5kw, Bonus

DETROIT, 1,849,568 pop.; 513,153 homes; 98.7% radio; 506,482 radio homes; Wayne Co.; TV alloc.: Chans. 2 (WJBK-TV), 4 (WWJ-TV), 7 (WXYZ-TV), 50, *56, 62.

4 AM affiliates, average 1-time rates

D	53.03	57.40	84.00	168.00	252.00	420.00
N	87.95	95.45	139.50	279.50	413.50	697.50

2 AM nonaffiliates, average 1-time rates

D	25.00	25.00	50.00	100.00	150.00	250.00
N	21.50	21.50	45.00	90.00	135.00	225.00

CKLW (Windsor, Ont.), 50kw, 800kc, MBS, Young

D	30.00	30.00	60.00	120.00	180.00	300.00
N	60.00	60.00	120.00	240.00	360.00	600.00

CKLW-FM, Chan. 230, 93.9mc, 0.25kw, Bonus

WEXL, 250w, 1340kc (See Royal Oak).

WJBK, 250w, 1490kc, Katz, Pulse

D	25.00	25.00	50.00	100.00	150.00	250.00
N	25.00	25.00	50.00	100.00	150.00	250.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WTTH
PORT HURON

31%
OF THE NIGHTTIME AUDIENCE AND . . .

30%
OF THE TOTAL AUDIENCE SURVEYED*

* Conlan: Nov. 4, 1951.

. . . A 1000 WATT ABC STATION

COVERING MICHIGAN'S THUMB

WJBK-FM, Chan. 226, 93.1mc, 30kw, Bonus

WJBK-TV, Chan. 2, 8.3kw-aur.; 16.5kw-vis.; CBS, DuMont, Katz, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	150.00	150.00	210.00	336.00	504.00	840.00
N	250.00	250.00	350.00	560.00	840.00	1,400.00

WJLB, 250w, 1400kc, Forjoe, Pulse

D	25.00	25.00	50.00	100.00	150.00	250.00
N	18.00	18.00	40.00	80.00	120.00	200.00

WJLB-FM, Chan. 250, 97.9mc, 30kw (Same as above)

WJR, 50kw, 760kc, CBS, Petry, Pulse

D	82.50	100.00	110.00	220.00	330.00	550.00
N	150.00	180.00	200.00	400.00	600.00	1,000.00

WJR-FM, Chan. 242, 96.3mc, 24kw, Petry, Bonus

WLDM (FM), Chan. 238, 95.5mc, 20kw

D		10.00	17.50	45.00	70.00	120.00
N		12.50	22.50	50.00	80.00	140.00

WWJ, 5kw, 950kc, NBC, Hollingbery, Pulse

D	57.60	57.60	96.00	192.00	288.00	480.00
N	76.80	76.80	128.00	256.00	384.00	640.00

WWJ-FM, Chan. 246, 97.1mc, 10.5kw, Hollingbery, Pulse, Bonus

WWJ-TV, Chan. 4, 10.25kw-aur.; 20.5kw-vis.; NBC, Hollinbery, Pulse

D	168.00	168.00	210.00	336.00	504.00	840.00
N	252.00	252.00	350.00	560.00	840.00	1,400.00

WXYZ, 5kw, 1270kc, ABC, ABC Spot Sales

D	42.00	42.00	70.00	140.00	210.00	350.00
N	65.00	65.00	110.00	220.00	330.00	550.00

WXYZ-FM, Chan. 266, 101.1mc, 30kw, Bonus

WXYZ-TV, Chan. 7, 13.9kw-aur.; 27.9kw-vis.; ABC, ABC Spot Sales

D	150.00	150.00	187.50	300.00	450.00	750.00
N	225.00	225.00	312.50	500.00	750.00	1,250.00

For the Best in radio in
GRAND RAPIDS
contact
HIL F. BEST
representatives
Radio Station WFUR

EAST LANSING, 20,325 pop.; 3,749 homes; 99.6% radio; 3,734 radio homes; Ingham Co.; TV alloc.: Chan. 60.

EAST TAWAS, 2,040 pop.; Iosco Co.; TV alloc.: Chan. 25.

ESCANABA, 15,170 pop.; 4,474 homes; 97.1% radio; 4,344 radio homes; Delta Co.; TV alloc.: Chan. 3.

WDBC, 1kw, 680kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D		7.50	15.00	30.00	40.00	60.00
N		9.00	27.50	45.00	60.00	90.00

FLINT, 163,143 pop.; 48,162 homes; 98.3% radio; 47,343 radio homes; Genesee Co.; TV alloc.: Chans. 12, 16. *22, 28. (Trans-American Tel. Corp.).

3 AM affiliates, average 1-time rates

D	12.17	12.17	19.60	37.53	58.80	93.00
N	18.07	18.07	33.33	61.67	92.00	151.67

2 AM non-affiliates, average 1-time rates

D		7.38	12.50	22.00	33.00	55.00

WAJL (FM), Chan. 296, 107.1mc, 0.4kw (No rates available)

WBBC, 1kw, 1330kc, MBS, Weed

D	11.00	11.00	17.00	34.00	51.00	85.00
N	14.70	14.70	27.00	54.00	82.00	135.00

WCLC, 1kw, 1470kc, McGillvra

D		9.00	15.00	24.00	36.00	60.00
N		12.50	24.00	48.00	72.00	120.00

WFDF, 1kw, 910kc, ABC, Katz, BMB, Hooper

D	15.00	15.00	25.00	45.00	75.00	110.00
N	22.00	22.00	45.00	75.00	110.00	180.00

WMRP, 250w-D, 1510kc

D		5.75	10.00	20.00	30.00	50.00

WTAC, 1kw-D, 500w-N, 600kc, NBC, Raymer

D	10.50	10.50	16.80	33.60	50.40	84.00
N	17.50	17.50	28.00	56.00	84.00	140.00

GAYLORD, 2,271 pop.; Otsego Co.

WATC, 1kw-D, 900kc, Holman

D	4.80	4.80	9.60	24.00	36.00	60.00

GLADSTONE, 4,831 pop.; Delta Co.; TV alloc.: Chan. 40.

GRAND HAVEN, 9,536 pop.; Ottawa Co.

WGHN, 250w, 1490kc (CP)

GRAND RAPIDS, 176,515 pop.; 54,175 homes; 98.3% radio; 53,254 radio homes; Kent Co.; TV alloc.: Chans. 8 (WOOD-TV, now Chan. 7), *17, 23.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	9.83	10.42	17.33	36.00	52.00	86.67
N	17.67	18.33	31.33	61.00	90.67	151.67

2 AM non-affiliates, average 1-time rates

D	6.00	9.00	17.50	35.00	52.50	87.50

WFRS (FM), Chan. 223, 92.5mc, 10.5kw

D	3.00	6.00	9.00	18.00	27.00	45.00
N	5.25	9.00	12.00	24.00	38.00	60.00

WFUR, 1kw-D, 1570kc, Best

D	6.00	8.00	15.00	30.00	45.00	75.00

WGRD, 1kw-D, 1410kc, McGillvra, Hooper

D		10.00	20.00	40.00	60.00	100.00
N		12.00	24.00	48.00	72.00	120.00

WJEF, 250w, 1230kc, CBS, Avery-Knodel, Hooper

D	9.00	10.75	16.00	32.00	48.00	80.00
N	16.00	18.00	30.00	55.00	80.00	135.00

WJEF-FM, Chan. 229, 93.7mc, 115kw (CP)

WLAV, 250w, 1340kc, ABC, Pearson, Hooper

D	8.00	8.00	16.00	36.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WLAV-FM, Chan. 245, 96.9mc, 3kw, Pearson, Bonus

WOOD, 5kw, 1300kc, NBC, Katz, Hooper

D	12.50	12.50	20.00	40.00	60.00	100.00
N	25.00	25.00	40.00	80.00	120.00	200.00

WOOD-TV, Chan. 7, 14.5kw-aur.; 28.5kw-vis.; ABC, CBS, NBC, Du-Mont, Katz, Pulse

D	25.00	50.00	62.50	100.00	150.00	250.00
N	50.00	100.00	125.00	200.00	300.00	500.00

HANCOCK, 5,223 pop.; Houghton Co.; TV alloc.: Chan. 10.

HOLLAND, 15,858 pop.; 4,803 homes; 99.1% radio; 4,760 radio homes; Ottawa Co.

WHTC, 250w, 1450kc, Best, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	40.00	60.00

HOUGHTON, 3,829 pop.; Houghton Co.; TV alloc.: Chan. 19.

WHDF, 250w, 1400kc, MBS, Walker, Conlan

D	3.50	3.50	8.00	15.00	22.00	36.00
N	5.00	5.00	12.00	24.00	36.00	60.00

IRON MOUNTAIN, 9,679 pop.; Dickinson Co.; TV alloc.: Chans. 9, 27.

WMIQ, 250w, 1450kc, ABC

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

IRON RIVER, 4,048 pop.; Iron Co.; TV alloc.: Chan. 12.

WIBK, 250w, 1230kc, MBS, Walker, Conlan

D		5.00	10.00	18.00	26.00	45.00
N		7.00	16.50	30.00	45.00	75.00

IRONWOOD, 11,466 pop.; 3,565 homes; 97.4% radio; 3,472 radio homes; Gogebic Co.; TV alloc.: Chan. 31.

WJMS, 1kw, 630kc, MBS, Walker, O'Connor

D	4.00	6.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

ISHPEMING, 8,962 pop.; Marquette Co.

WJPD, 250w, 1240kc

D	2.25	3.50	8.00	15.00	22.00	36.00
N	3.25	5.00	12.00	24.00	36.00	60.00

(Continued on page 94)

the BEST in radio in
HOLLAND, MICHIGAN
RADIO STATION
WHTC
HIL F. BEST
Representative

FLINT, MICHIGAN
A BIG MARKET
AND STILL GROWING 0000

The greatest General Motors plant city in the world . . . that's bustling, booming Flint. Saturating this whole area with their sales messages is Flint's first station WFDF. . . . Record earnings—$1613. above the national average, mean record retail sales—$238 million dollars last year. With $500,000,000 in defense contracts awarded to Flint, earning and spending ability in this rich area still grows!

Sell FLINT—the BIG market through WFDF—its FIRST station! OUR 31st YEAR IN FLINT!

WFDF FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY
910 KILOCYCLES

Associated with WOOD Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY

MICHIGAN

SPOT RATE FINDER

(Continued from page 93)

JACKSON, 51,088 pop.; 16,036 homes; 98.3% radio; 15,763 radio homes; Jackson Co.; TV alloc.: Chan. 48.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	15.00	28.75	48.75	87.50
N	10.00	10.00	15.00	28.75	48.75	87.50

WIBM, 250w, 1450kc, ABC, Holman, Forjoe

D	7.50	7.50	12.00	22.50	37.50	75.00
N	7.50	7.50	12.00	22.50	37.50	75.00

WIBM-FM, Chan. 222, 92.3mc, 16kw, (No rates available.)

WKHM, 1kw, 970kc, MBS, Headley-Reed, Pulse, Conlan

D	10.00	10.00	18.00	35.00	60.00	100.00
N	10.00	10.00	18.00	35.00	60.00	100.00

KALAMAZOO, 57,704 pop.; 16,950 homes; 98.3% radio; 16,662 radio homes; Kalamazoo Co.; TV alloc.: Chans. 3 (WKZO-TV), 36.

WGFG, 1kw, 1360kc, ABC, H-R Reps.

D	6.00	6.00	17.50	28.00	42.00	70.00
N	10.00	10.00	25.00	40.00	60.00	100.00

WKZO, 5kw, 590kc, CBS, Avery-Knodel, Pulse

D	10.50	12.75	18.00	36.00	54.00	90.00
N	17.00	20.00	30.00	60.00	90.00	150.00

WKZO-TV, Chan. 3, 8kw-aur.; 16kw-vis.; ABC, CBS, NBC, DuMont, Avery-Knodel, Videodex

D	35.00	70.00	100.00	150.00	225.00	375.00
N	50.00	100.00	140.00	200.00	300.00	500.00

LANSING, 92,129 pop.; 28,403 homes; 98.7% radio; 28,034 radio homes;

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

The BEST in RADIO!
in Muskegon
WKNK
5000 WATTS
for more facts on the
MUSKEGON MARKET
contact
HIL F. BEST
NATIONAL REPRESENTATIVE

Ingham Co.: TV alloc.: Chans. 6 (WJIM-TV), 54.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	16.00	30.00	45.50	75.00
N	9.50	9.50	19.00	36.00	54.50	90.00

WILS, 5kw-D, 1kw-N, 1320kc, MBS, Rambeau, Hooper

D	10.00	10.00	20.00	36.00	55.00	90.00
N	10.00	10.00	20.00	36.00	55.00	90.00

WJIM, 250w, 1240kc, ABC, H-R Reps., Hooper

D	7.00	7.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WELL
BATTLE CREEK

Battle Creek's top-rated station

and the best buy because . . .

- *27 years of making friends — and sales*
- *Covers retail trading area of 198,299*
- *Affiliated with American Bcstg. Company*

Represented nationally by THE BOLLING CO. ★ 250W • 1400 WELL WELL-FM

WJIM-TV, Chan. 6, 2.5kw-aur.; 5kw-vis.; ABC, CBS, NBC, DuMont, H-R Reps.

	SB	1M	5M	15M	30M	1 Hr
D	50.00	50.00	87.50	140.00	210.00	350.00
N	75.00	75.00	120.00	190.00	285.00	475.00

LAPEER, 6,143 pop.; Lapeer Co.

LUDINGTON, 9,506 pop.; Mason Co.; TV alloc.: Chan. 18.

WKLA, 250w, 1450kc, ABC, Burn-Smith

D	2.00	2.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

MANISTEE, 8,642 pop.; Manistee Co.; TV alloc.: Chan. 15.

WMTE, 250w, 1340kc, Best

D	3.40	3.40	7.50	15.00	24.00	40.00
N	4.00	4.00	9.00	18.00	30.00	50.00

MANISTIQUE, 5,086 pop.; Schoolcraft Co.; TV alloc.: Chan. 14.

MARINE CITY, 4,270 pop.; St. Clair Co.

WSDC, 1kw, 1590kc, Best

D	4.00	6.00	15.00	30.00	50.00	75.00
N	4.00	6.00	15.00	30.00	50.00	75.00

MARQUETTE, 17,202 pop.; 4,574 homes; 97.8% radio; 4,473 radio homes; Marquette Co.; TV alloc.: Chans. 5, 17.

WDMJ, 1kw, 1320kc, MBS, Conlan, BMB

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

MIDLAND, 14,285 pop.; 4,056 homes; 98.6% radio; 3,999 radio homes; Midland Co.; TV alloc.: Chan. 19.

WMDN, 250w, 1490kc

D	3.00	4.00	8.00	16.00	25.00	42.00
N	3.00	4.00	8.00	16.00	25.00	42.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MARKET INDICATORS FOR MICHIGAN

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	6,371,766	'50	5,256,106	'40
Urban Population	4,503,084	'50	(1) 3,454,867	'40
Rural Population	1,868,682	'50	(1) 1,801,239	'40
Total Homes	1,791,639	'50	1,396,014	'40
Percentage Radio	98.1%	'50	93.4%	'40
Radio Homes	1,753,964	'50	1,271,499	'40
Retail Sales	$7,527,122,000	'51	$5,941,538,000	'48
Automobiles	2,555,257	'51	2,432,684	'50
Telephones	2,155,600	'52	1,252,600	'45
New Construction	$1,297,000,000	'51	$ 430,100,000	'40
Farm Income	$ 473,611,992	'49	$ 366,270,712	'44
Internal Revenue Collections	$4,131,989,530	'51	$2,747,570,685	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

MOUNT CLEMENS, 17,027 pop.; 4,813 homes; 98.2% radio; 4,726 radio homes; Macomb Co.

WMLM (FM), Chan. 292, 106.3 mc, 0.34kw

	SB	1M	5M	15M	30M	1 Hr
D		4.17	9.80	14.80	23.20	40.00
N		6.25	14.70	22.30	34.80	60.00

MOUNT PLEASANT, 11,393 pop.; 2,954 homes; 97.0% radio; 2,865 radio homes; Isabella Co.; TV alloc.: Chan. 47.

WCEN, 1kw-D, 500w-N, 1150kc

D	5.40	14.00	28.10	42.15	70.00
N	4.85	12.65	25.30	37.90	63.25

MUSKEGON, 48,429 pop.; 14,813 homes; 98.3% radio; 14,561 radio homes; Muskegon Co.; TV alloc.: Chans. 29, 35.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WKBZ, 1kw, 850kc, ABC, Meeker (CP 5kw)

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WKBZ-FM, Chan. 225, 98.9mc, 4.7kw, Forjoe, Bonus

WKNK, 5kw, 1600kc, MBS, Best

D		6.00	12.00	24.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

WMUS, 1kw-D, 1090kc, Holman

D	4.00	4.00	8.00	16.00	24.00	40.00

OAK PARK, 5,267 pop.; Oakland Co.

(Continued on page 96)

ONLY
this combination
WHLS Port Huron
WLEW Bad Axe
covers *all*
MICHIGAN'S
THUMB

. . . a combination that puts the power where the population is.

IN BROADCASTING, TOO . . .

QUALITY IS STILL A FACTOR!

- WITH BILLBOARD MAGAZINE'S FIRST PLACE AWARD FOR AUDIENCE AND SALES PROMOTION———
- WITH BROADCAST ADVERTISING BUREAU'S FIRST PLACE AWARD FOR RADIO RESULTS———
- WITH THE NATIONAL SAFETY COUNCIL PUBLIC INTEREST AWARD—
- WITH THE MOST TOP RATINGS IN THE LATEST PULSE SURVEY———

IT'S PROOF THAT
WSAM SERVES NORTHEASTERN MICHIGAN
WITH BETTER RADIO!

NBC AFFILIATE for NORTHEASTERN MICHIGAN

WSAM
RADIO BUILDING
SAGINAW, MICHIGAN
NATIONAL REPRESENTATIVE—HEADLEY-REED

A M + F M
SAGINAW'S *FIRST* STATION!

LOOK . . .

AT OUR RETAIL SALES COVERAGE

$3,833,635,000

LOOK . . .

AT OUR FOOD SALES COVERAGE

$867,300,000

LOOK . . .

AT OUR GEN. MDSE. SALES COVERAGE

$504,620,000

LOOK . . .

AT OUR DRUG SALES COVERAGE

$152,283,000

In our 3 primary counties

W ayne
O akland
M acomb
C ounties

(WOMC . . . our FM affiliate)

We sell coverage in terms of potential sales. Not just "square miles"

WEXL
ROYAL OAK
DETROIT, MICHIGAN

MICHIGAN'S OLDEST INDEPENDENT
SERVING 856,640 RADIO HOMES
FOR 26 YEARS

Jacob B. Sparks, Pres. & Gen. Mgr.
Garnet G. Sparks, V.P. & Ch. Eng.
Gordon A. Sparks, Sec'y.-Treas. & Mgr.

MICHIGAN

SPOT RATE FINDER

(Continued from page 95)

OWOSSO, 15,948 pop.; 4,896 homes; 98.3% radio; 4,813 radio homes; Shiawassee Co.

WOAP, 250w-D, 1080kc

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WOAP-FM, Chan. 276, 103.1mc, 1kw, McGillvra

N	2.00	4.00	8.00	12.00	20.00

PETOSKEY, 6,468 pop.; Emmet Co.; TV alloc.: Chan. 31.

WMBN, 250w, 1340kc, MBS, KBS, Holman

(Sold in combination with WTCM, Traverse City, WATZ, Alpena & WATT, Cadillac, Mich.)

D	10.50	20.00	42.50	62.50	105.00
N	12.50	25.00	60.00	100.00	150.00

PONTIAC, 73,681 pop.; 20,072 homes; 98.3% radio; 19,731 radio homes; Oakland Co.; TV alloc.: Chan. 44.

WCAR, 1kw-D, 1130kc, Pearson

D	15.60	45.00	65.00	95.00	130.00

WCAR-FM, Chan. 258, 99.5mc, 25kw, Bonus

PORT HURON, 35,725 pop.; 10,814 homes; 98.3% radio; 10,630 radio homes; St. Clair Co.; TV alloc.: Chan. 34.

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2 AM affiliates, average 1-time rates

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	7.00	14.00	28.00	42.00	70.00

WHLS, 250w, 1450kc, MBS, Pulse

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WTTH, 1kw, 1380kc, ABC, Weed

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

ROGERS CITY, 3,873 pop.; Presque Isle Co.; TV alloc.: Chan. 24.

WHAK, 1kw-D, 960kc

D	3.50	3.50	7.00	14.00	23.50	35.25

ROYAL OAK, 46,898 pop.; 13,223 homes; 99.6% radio; 13,170 radio homes; Oakland Co.

WEXL, 250w, 1340kc, Gill-Keefe & Perna.

D	15.00	30.00	45.00	75.00	125.00
N	15.00	30.00	45.00	75.00	125.00

WOMC (FM), Chan. 282, 104.3mc, 18kw, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

SAGINAW, 92,918 pop.; 26,739 homes; 97.9% radio; 26,177 radio homes; Saginaw Co.; TV alloc.: Chans. 51, 57.

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2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	9.13	9.13	17.57	32.50	52.40	78.60
N	12.73	12.73	24.63	45.60	77.10	128.50

WKNX, 1kw-D, 1210kc, Gill-Keefe & Perna

D	7.50	7.50	15.00	28.00	45.00	75.00

WSAM, 250w, 1400kc, NBC, Headley-Reed

D	9.25	9.25	17.15	33.00	52.80	77.20
N	13.20	13.20	23.75	46.20	79.20	132.00

WSGW, 1kw, 790kc, MBS, Pearson

D	9.00	9.00	18.00	32.00	52.00	80.00
N	12.25	12.25	25.00	45.00	75.00	125.00

SAULT STE. MARIE, 17,912 pop.; 4,967 homes; 97.4% radio; 4,838 radio homes; Chippewa Co.; TV alloc.: Chans. 8, 10, 28, *34.

WSOO, 250w-D, 100w-N, 1230kc, ABC, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

STURGIS, 7,786 pop.; St. Joseph Co.

WSTR, 500w, 1460kc, McGillvra

D	2.50	4.75	7.50	12.00	18.00	30.00
N	2.50	4.75	7.50	12.00	18.00	30.00

TRAVERSE CITY, 16,974 pop.; 4,196 homes; 96.4% radio; 4,045 radio homes; Grand Traverse Co.; TV alloc.: Chans. 7, 20, *26.

WTCM, 250w, 1400kc, MBS, KBS, Holman

(Sold in combination with WATZ, Alpena, WATT, Cadillac, & WMBN, Petoskey, Mich.)

D	10.50	20.00	42.50	62.50	105.00
N	12.50	25.00	60.00	100.00	150.00

WEST BRANCH, 2,098 pop.; Ogemaw Co.; TV alloc.: Chan. 21.

WYANDOTTE, 36,846 pop.; 10,266 homes; 99.1% radio; 10,174 radio homes; Wayne Co.

WJJW (FM), Chan. 276, 103.1mc, 1kw (No rates available)

For the Best in radio in
NORTHERN MICHIGAN
contact
HIL F. BEST
Representatives of
Radio Station WHAK
ROGERS CITY

MICHIGAN MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Incomes	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Alcona	5,856	5,463	7.2		5,856	1,732	1,637	94.5	1,130	4,376	$ 1,314,076	1,877	95	73,000
Alger	10,007	10,167	1.6	4,339	5,668	2,759	2,574	93.3	1,905	8,977	845,904	2,430	1,032	778,000
Allegan	47,493	41,839	13.5	11,558	35,935	13,977	13,572	97.1	10,018	46,708	14,642,577	15,642	2,396	1,901,000
Alpena	22,189	20,766	6.9	13,135	9,054	6,123	5,811	94.9	4,225	23,969	2,060,377	6,936	1,914	1,392,000
Antrim	10,721	10,964	—2.2		10,721	3,190	3,002	94.1	2,145	8,995	2,626,869	3,116	252	150,000
Arenac	9,644	9,223	4.5		9,644	2,739	2,569	93.8	1,726	9,989	2,452,916	3,117	61	33,000
Baraga	8,037	9,356	—14.1		8,037	2,263	2,154	95.2	1,895	6,989	759,959	2,217	834	613,000
Barry	26,183	22,613	15.8	6,096	20,087	7,900	7,679	97.2	5,715	22,760	6,528,091	8,550	2,103	1,448,000
Bay	88,461	74,981	18.0	55,690	32,771	24,741	24,221	97.9	17,420	95,702	9,258,428	27,064	10,843	7,943,000
Benzie	8,306	7,800	6.5		8,306	2,367	2,270	95.9	1,795	8,203	1,415,033	2,847	258	116,000
Berrien	115,702	89,117	29.8	58,182	57,520	34,548	33,719	97.6	22,559	138,951	17,127,548	41,107	17,087	13,595,000
Branch	30,202	25,845	16.9	8,594	21,608	8,833	8,586	97.2	6,774	31,249	8,711,410	10,315	1,926	1,248,000
Calhoun	120,813	94,206	28.2	82,181	38,632	34,550	33,963	98.3	24,493	147,146	9,820,558	39,550	18,735	15,352,000
Cass	28,185	21,190	28.6	6,542	21,643	8,632	8,339	96.6	5,478	23,085	6,187,587	9,432	1,325	900,000
Charlevoix	13,475	13,031	3.4	5,723	7,752	3,999	3,795	94.9	2,706	12,229	1,740,024	4,100	518	325,000
Cheboygan	13,731	13,644	0.6	5,687	8,044	3,872	3,609	93.2	2,545	15,105	1,177,889	3,559	479	236,000
Chippewa	29,206	27,807	5.0	17,912	11,294	7,996	7,660	95.8	5,597	33,566	1,919,169	7,458	2,135	1,441,000
Clare	10,253	9,163	11.9		10,253	2,950	2,814	95.4	1,889	9,737	2,010,711	3,582	279	188,000
Clinton	31,195	26,671	17.0	6,673	24,522	8,701	8,501	97.7	6,428	21,567	10,110,371	9,970	712	515,000
Crawford	4,151	3,765	10.3		4,151	1,238	1,186	95.8	740	4,329	85,937	1,272	94	36,000
Delta	32,913	34,037	—3.3	20,001	12,912	9,377	8,983	95.8	7,286	33,010	2,910,477	9,207	1,985	1,336,000
Dickinson	24,844	28,731	—13.5	17,975	6,869	7,578	7,343	96.9	6,676	28,367	1,073,856	7,806	3,104	2,201,000
Eaton	40,023	34,124	17.3	15,112	24,911	11,891	11,582	97.4	8,801	35,165	9,556,426	13,849	1,479	947,000
Emmett	16,534	15,791	4.7	6,468	10,066	4,798	4,529	94.4	3,189	25,444	1,429,221	5,100	872	565,000
Genessee	270,963	227,944	18.9	201,857	69,106	77,640	76,320	98.3	56,536	315,840	8,150,061	96,132	57,011	49,912,000
Gladwin	9,451	9,385	0.7		9,451	2,637	2,532	96.0	1,915	7,116	2,226,988	2,881	20	7,000
Gogebic	27,053	31,797	—14.9	18,319	8,734	8,077	7,802	96.6	7,106	29,567	644,353	7,384	1,892	1,167,000
Grand Traverse	28,598	23,390	22.3	16,974	11,624	7,472	7,158	95.8	4,903	38,018	5,009,420	8,621	1,121	730,000
Gratiot	33,429	32,205	3.8	11,688	21,741	9,621	9,304	96.7	7,405	35,385	11,993,330	11,210	1,780	1,222,000
Hillsdale	31,916	29,092	9.7	7,297	24,619	9,599	9,301	96.9	4,224	30,687	9,988,302	11,220	1,917	1,350,000
Houghton	39,771	47,631	—16.5	12,263	27,508	11,813	11,506	97.4	11,116	37,979	2,575,938	9,642	2,172	1,351,000
Huron	33,149	32,584	1.7	2,973	30,176	9,055	8,774	96.9	6,837	36,133	16,153,556	11,610	1,356	1,296,000
Ingham	172,941	130,616	32.4	135,356	37,585	49,447	48,755	98.6	34,502	233,571	9,006,455	59,791	23,440	21,455,000
Ionia	38,158	35,710	6.9	13,655	24,503	10,950	10,622	97.0	8,553	34,369	9,166,781	12,525	2,468	1,614,000
Iosco	10,906	8,560	27.4		10,906	3,330	3,203	96.2	1,862	11,856	1,146,559	3,608	597	436,000
Iron	17,692	20,243	—12.6	4,048	13,644	5,283	5,061	95.8	4,382	20,220	877,791	5,587	441	248,000
Isabella	28,964	25,982	11.5	11,393	17,571	7,605	7,308	96.1	5,628	25,796	7,218,547	8,749	1,049	814,000
Jackson	107,925	93,108	15.9	61,325	46,600	30,692	30,140	98.2	23,193	128,150	9,317,526	35,816	12,756	11,053,000
Kalamazoo	126,707	100,085	26.6	83,332	43,375	36,677	36,127	98.5	25,472	148,894	8,243,531	42,141	19,562	15,202,000
Kalkaska	4,597	5,159	—10.9		4,597	1,352	1,257	93.0	891	3,028	790,825	1,460	20	25,000
Kent	288,292	246,338	17.0	226,817	61,475	85,525	84,071	98.3	63,953	356,757	13,466,916	97,495	45,444	38,062,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

(Continued on page 98)

MICHIGAN MARKET DATA BY COUNTIES

(Continued from page 97)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Keweenaw	2,918	4,004	—27.1		2,918	916	871	95.1	871	1,212	50,369	729	160	114,000
Lake	5,257	4,798	9.6		5,257	1,730	1,566	90.5	871	3,670	637,057	1,601		
Lapeer	35,794	32,116	11.5	6,143	29,651	8,928	8,723	97.7	4,023	31,614	10,804,847	11,068	900	653,000
Leelanau	8,647	8,436	2.5		8,647	2,374	2,232	94.0	493,988	5,277	2,863,528	2,958	100	36,000
Lenawee	64,629	53,110	21.7	25,186	39,443	18,743	18,349	97.9	20,880	75,166	17,272,407	23,355	9,018	7,230,000
Livingston	26,725	20,863	28.1	4,353	22,372	7,782	7,626	98.0	8,881	27,230	6,197,731	9,645	1,214	874,000
Luce	8,147	7,423	9.8	2,802	5,345	1,646	1,532	93.1	7,707	6,311	405,908	1,696	667	346,000
Mackinac	9,287	9,438	1.6	2,946	6,341	2,590	2,414	93.2	10,179	8,912	611,024	2,067	148	65,000
Macomb	184,961	107,638	71.8	128,732	56,229	49,445	48,852	98.8	1,939	154,183	10,850,369	62,450	14,995	12,948,000
Manistee	18,524	18,450	0.4	8,642	9,882	5,668	4,897	86.4	6,738	17,602	1,867,130	5,813	2,040	1,148,000
Marquette	47,654	47,144	1.1	32,636	15,018	13,319	12,879	96.7	8,321	45,926	1,095,383	12,849	2,854	1,706,000
Mason	20,474	19,378	5.7	9,506	10,968	6,219	5,989	96.3	18,953	24,781	3,822,682	6,704	1,458	973,000
Mecosta	18,968	16,902	12.2	6,736	12,232	5,368	5,094	94.9	31,292	17,167	3,826,241	5,621	722	427,000
Menominee	25,299	24,883	1.7	11,151	14,148	7,068	6,856	97.0	828	20,037	4,478,009	7,496	2,842	1,849,000
Midland	35,662	27,094	31.6	14,285	21,377	9,689	9,398	97.0	2,044	30,227	3,678,297	12,018	8,138	8,176,000
Missaukee	7,458	8,034	—7.2		7,458	2,027	1,895	93.5	14,882	5,524	2,558,561	2,239	15	5,000
Monroe	75,666	58,620	29.1	22,162	53,504	20,922	20,462	97.8	958	71,796	12,566,492	26,245	8,156	7,540,000
Montcalm	31,013	28,581	8.5	6,668	24,345	9,486	9,154	96.5	478	35,598	8,577,912	11,150	3,546	2,591,000
Montmorency	4,125	3,840	7.4		4,125	1,182	1,090	92.2	2,777	4,416	626,403	1,311	53	19,000
Muskegon	121,545	94,501	28.6	85,245	36,300	35,023	34,393	98.2	808	147,858	3,603,043	37,241	22,837	19,864,000
Newaygo	21,567	19,286	11.8	3,056	18,511	6,292	5,996	95.3	1,559	17,237	4,675,162	7,276	1,494	956,000
Oakland	396,001	254,068	55.9	286,928	109,073	109,138	108,047	99.0	3,182	421,792	9,295,213	147,380	40,183	35,856,000
Oceana	16,105	14,812	8.7		16,105	4,696	4,480	95.4	63,095	13,416	5,326,269	5,018	517	357,000
Ogemaw	9,345	8,720	7.2		9,345	2,659	2,486	93.5	4,236	10,528	1,778,130	2,928	108	58,000
Ontonagon	10,282	11,359	—9.5		10,282	2,996	2,873	95.9	23,998	9,108	1,276,651	2,694	826	539,000
Osceola	13,797	13,309	3.7		13,797	3,907	3,735	95.6	667	12,291	3,041,630	4,460	372	210,000
Oscoda	3,134	2,543	23.2		3,134	923	857	92.9	6,923	2,338	521,468	948	20	7,000
Otsego	6,435	5,827	10.4		6,435	1,738	1,623	93.4	13,549	6,998	877,588	2,175	245	187,000
Ottawa	73,751	59,660	23.6	31,216	42,535	21,183	20,908	98.7	1,394	79,293	11,207,817	25,803	8,675	6,534,000
Presque Isle	11,996	12,250	—2.1	3,873	8,123	3,106	2,904	93.5	5,956	9,947	2,610,004	3,497	698	628,000
Roscommon	5,916	3,668	61.3		5,916	1,920	1,814	94.5	5,484	8,710	152,484	2,386	75	36,000
Saginaw	153,515	130,468	17.7	105,939	47,576	42,992	42,046	97.8	3,679	163,059	15,495,650	49,237	21,505	17,069,000
St. Clair	91,599	76,222	20.2	49,266	42,333	26,525	26,021	98.1	4,589	105,044	9,782,225	31,012	9,827	7,999,000
St. Joseph	35,071	31,749	10.5	14,571	20,500	11,031	10,733	97.3	10,608	42,080	6,711,835	13,323	5,172	3,770,000
Sanilac	30,837	30,114	2.4		30,837	9,006	8,736	97.0	4,435	29,795	17,536,335	10,952	370	231,000
Schoolcraft	9,148	9,524	—3.9	5,086	4,062	2,559	2,426	94.8	25,692	9,489	442,277	2,615	713	379,000
Shiawassee	45,967	41,207	11.6	19,142	26,825	13,523	13,225	97.8	1,772	48,501	9,408,996	16,040	5,841	4,557,000
Tuscola	38,258	35,694	7.2	5,994	32,264	10,591	10,220	96.5	1,069	35,305	15,522,515	13,187	946	778,000
Van Buren	39,184	35,111	11.6	5,629	33,555	12,434	12,073	97.1	5,112	40,798	10,151,875	14,259	2,043	1,301,000
Washtenaw	134,606	80,810	66.6	86,698	47,908	34,585	34,135	98.7	13,200	159,234	11,741,340	41,741	19,088	15,403,000
Wayne	2,435,235	2,015,623	20.8	2,358,903	76,332	671,076	662,352	98.7	1,517	3,257,650	6,019,974	797,797	535,679	491,228,000
Wexford	18,628	17,976	3.6	10,425	8,203	5,465	5,257	96.2	6,409	20,828	1,278,227	5,677	1,876	138,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

MINNESOTA

SPOT RATE FINDER

ALBANY, 1,196 pop.; Stearns Co.
KASM, 500w-D, 1150kc, KBS, Continental

	SB	1M	5M	15M	30M	1 Hr
D	1.50	3.50	6.00	10.00	15.00	30.00
N	1.50	3.50	6.00	10.00	15.00	30.00

ALBERT LEA, 13,545 pop.; 4,155 homes; 98.1% radio; 4,076 radio homes; Freeborn Co.; TV alloc.: Chan. 57.
KATE, 250w, 1450kc, ABC, Bulmer & Johnson, Rambeau, Conlan (Minneapolis)

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	16.00	32.00	48.00	80.00

ALEXANDRIA, 6,319 pop.; Douglas Co.; TV alloc.: Chan. 36.
KXRA, 250w, 1490kc, Lawson

D		9.00	18.00	38.25	60.00
N		12.00	22.50	45.00	75.00

AUSTIN, 23,100 pop.; 6,621 homes; 98.7% radio; 6,535 radio homes; Mower Co.; TV alloc.: Chans. 6, 51.
KAUS, 1kw, 1480kc, MBS, Pearson

D	7.20		12.00	24.00	36.00	60.00
N	12.00		20.00	40.00	60.00	100.00

BEMIDJI, 10,001 pop.; 3,068 homes; 95.1% radio; 2,918 radio homes; Beltrami Co.; TV alloc.: Chan. 24.
KBUN, 250w, 1450kc, MBS, Lawson, Crossley

D	2.50	3.00	6.00	12.00	18.00	30.00
N	4.50	6.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

BRAINERD, 12,637 pop.; 3,842 homes; 96.9% radio; 3,723 radio homes; Crow Wing Co.; TV alloc.: Chan. 12.
KLIZ, 250w, 1400kc, MBS, Lawson, Walker

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	9.00	20.00	30.00	50.00
N	6.00	8.00	12.00	30.00	45.00	75.00

BRECKENRIDGE, 3,623 pop.; Wilkin Co.
KBMW, 250w, 1450kc, Lawson

D	4.00	4.00	7.50	15.00	25.00	40.00
N	5.00	5.00	10.00	30.00	40.00	50.00

CLOQUET, 7,685 pop.; Carlton Co.; TV alloc.: Chan. 44.
WKLK, 250w, 1230 kc, Continental

D	2.75	2.75	20.63	30.94	51.56
N	3.00	3.00	22.05	34.38	57.06

CROOKSTON, 7,352 pop.; Polk Co.; TV alloc.: Chan. 21.
KROX, 1kw, 1260kc, Cooke, Lawson

D	6.25	12.50	25.00	37.50	62.50
N	8.00	16.00	32.00	48.00	80.00

DETROIT LAKES, 5,787 pop.; Becker Co.; TV alloc.: Chan. 18.
KDLM, 1kw-D, 1360kc

D	3.75	5.25	9.00	18.00	36.00	60.00

DULUTH, 104,511 pop.; 31,290 homes; 98.3% radio; 30,758 radio homes; St. Louis Co.; TV alloc. (Duluth-Superior, Wis.): 3, 6, *8, 32, 38.

3 AM affiliates, average 1-time rates

D	7.08	7.13	11.48	21.92	38.00	67.50
N	13.00	13.50	21.40	41.50	73.00	126.67

MARKET INDICATORS FOR MINNESOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,982,483	'50	2,792,300	'40
Urban Population	1,624,914	'50	(1) 1,390,098	'40
Rural Population	1,357,569	'50	(1) 1,402,202	'40
Total Homes	845,757	'50	728,359	'40
Percentage Radio	97.7%	'50	91.2%	'40
Radio Homes	835,275	'50	647,499	'40
Retail Sales	$3,094,894,000	'51	$2,896,613,000	'48
Automobiles	1,217,450	'51	1,168,887	'50
Telephones	947,000	'52	641,000	'45
New Construction	$ 530,100,000	'51	$ 176,100,000	'40
Farm Income	$ 960,586,759	'49	$ 636,860,599	'44
Internal Revenue Collections	$ 785,404,721	'51	$ 629,726,416	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

KDAL, 5kw, 610kc, CBS, Avery-Knodel, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	15.00	30.00	45.00	75.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WEBC, 5kw, 1320kc, NBC, Hollingbery, Bulmer & Johnson

D	7.00	10.00	20.00	37.50	75.00
N	12.00	18.00	37.50	75.00	140.00

WREX, 10kw-D, 5kw-N, 1080kc, MBS, Weed

D	5.25	5.25	9.45	15.75	31.50	52.50
N	9.00	9.00	16.20	27.00	54.00	90.00

ELY, 5,474 pop.; St. Louis Co.; TV alloc.: Chan. 16.

EVELETH, 5,872 pop.; St. Louis Co.
WEVE, 250w, 1340kc, MBS, KBS, Lawson, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D		4.50	9.00	18.00	27.00	45.00
N		6.00	15.00	30.00	45.00	75.00

FAIRMONT, 8,193 pop.; Martin Co.; TV alloc.: Chan. 40.
KSUM, 1kw, 1370kc, MBS, Rambeau, Conlan

D	3.51	5.40	9.00	18.00	27.00	45.00
N	5.85	9.00	15.00	30.00	45.00	75.00

FARIBAULT, 16,028 pop.; 3,724 homes; 97.3% radio; 3,623 radio homes; Rice Co.; TV alloc.: Chan. 20.
KDHL, 1kw, 920kc, Lawson, BMB

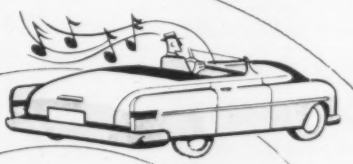
D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

(Continued on page 100)

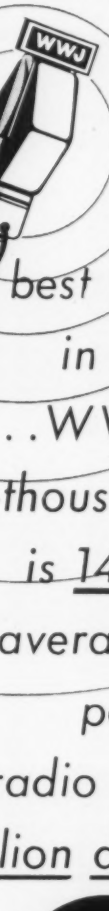
DETROIT HAS

1½-million home radios . . .

½-million car radios . . .



¼-million "*Radio only*" homes . . .



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in Detroit
. . . WWJ's cost-
per-thousand
is 14.5% less than
the average cost-
per-thousand for
radio time in Detroit . . .
a 4-billion dollar market!

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National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

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WWJ AM-FM
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

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Washington 4, D. C.

* * *

MINNESOTA

SPOT RATE FINDER

(Continued from page 98)

FERGUS FALLS, 12,917 pop.; 3,222 homes; 97.4% radio; 3,138 radio homes; Otter Tail Co.; TV alloc.: Chan. 16.

KGDE, 1kw-D, 500w-N, 1250kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	18.00	36.00	60.00
N	6.00	8.00	16.00	24.00	48.00	80.00

GRAND RAPIDS, 6,019 pop.; Itasca Co.; TV alloc.: Chan. 20.

KBZY, 250w, 1490kc, MBS

D	4.00	4.00	7.00	14.00	21.00	35.00
N	6.00	6.00	10.00	20.00	30.00	50.00

HASTINGS, 6,560 pop.; Dakota, Washington Cos.; TV alloc.: Chan. 29.

HIBBING, 16,276 pop.; 4,870 homes; 98.3% radio; 4,787 radio homes; St. Louis Co.; TV alloc.: Chan. 10.

WMFG, 250w, 1240kc, NBC

D	2.80	2.80	4.15	8.30	15.20	27.60
N	4.80	4.80	7.20	14.40	26.40	48.00

INTERNATIONAL FALLS, 6,269 pop.; Koochiching Co.; TV alloc.: Chan. 11.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

LITTLE FALLS, 6,717 pop.; Morrison Co.; TV alloc.: Chan. 14.

KLTF, 500w-D, 960kc, Power-Johns

	SB	1M	5M	15M	30M	1 Hr
D	2.50	2.50	4.00	9.00	15.00	24.00
N	3.00	3.00	5.00	10.50	17.50	27.00

MANKATO, 18,809 pop.; 5,334 homes; 97.5% radio; 5,201 radio homes; Blue Earth Co.; TV alloc.: Chan. 15.

2 AM affiliates, average 1-time rates

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KTOE, 5kw-D, 1kw-N, 1420kc, ABC

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KYSM, 250w, 1230kc, NBC, Meeker, Conlan, BMB

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KYSM-FM, Chan. 278, 103.5mc, 47kw, Meeker, Bonus

MARSHALL, 5,923 pop.; Lyon Co.; TV alloc.: Chan. 22.

KMHL, 250w, 1400kc, MBS, ABC, Pearson

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

* * *

MINNEAPOLIS, 521,718 pop.; 159,108 homes; 98.7% radio; 157,040 radio homes; Hennepin Co.; TV alloc. (Minneapolis-St. Paul): *2, 4 (WCTN-TV Minneapolis), 5 (KSTP-TV Minneapolis), 9, 11, 17, 23.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	29.12	40.62	58.92	88.62	135.00	225.00
N	43.33	66.25	60.00	165.00	251.25	418.75

4 AM non-affiliates, average 1-time rates

D	6.25	8.35	18.41	34.58	57.25	100.95
N	10.00	12.00	35.10	63.50	100.00	180.00

KEYD, 5kw-D, 1440kc, Rambeau

D	6.00	8.00	14.00	28.00	48.00	80.00

KSTP, 50kw, 1500kc, NBC, Petry

D	30.00	50.00	60.00	100.00	150.00	250.00
N	80.00	100.00		200.00	300.00	500.00

KSTP-FM, Chan. 271, 102.1mc, 2kw, Bonus

KSTP-TV, Chan. 5, 17.3kw-aur.; 24.7kw-vis.; NBC, Petry

D	90.00	121.15	157.50	180.00	270.00	450.00
N	180.00	242.30	315.00	360.00	540.00	900.00

(Continued on page 102)

Here is the Answer to— "What Makes 1 Radio Station Better?"

MANAGEMENT

Locally-owned KSTP's administrators are right where they should be . . . in the Twin Cities . . . where broad policies have been geared to this market for 24 years.

PROGRAMMING

Bigtimers with the production know-how it takes to effectively run a 50 thousand watt NBC basic. Many network calibre personalities . . . not just one or two spread "thin" throughout the day. Again, local people programming for the wants of three million localized listeners.

PROMOTION AND MERCHANDISING

Cited year after year as the nation's finest by Billboard, Variety—and, more important, advertisers, Planalyzed Promotion makes good advertising better. Not a token service—a real, live, working department.

FACILITIES

KSTP's Radio City is the only structure in the Twin Cities built especially for radio and television production. The only 50 kw offering COMPLETE radio and television service to advertisers. Greater and better facilities than any station in the market.

RESULTS

Average contract life on KSTP, 11¼ years since 1928. Recent ARBI studies show KSTP radio is your best dollar for dollar media buy in the upper Midwest. Ask your Petry man to prove it.

KEY STATION FOR THE NORTHWEST NETWORK
50,000 Watts — Clear Channel
Exclusive NBC Affiliate for the Twin Cities
Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS . . . ST. PAUL

KSTP is the Only Station in the Northwest that can Meet Every Point on this Check-List!

MINNESOTA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payroll 1st Qtr
Aitken	14,327	17,865	—19.8		14,327	4,255	4,072	95.7	3,739	9,128	$ 4,542,206	5,718	235	$ 96,000
Anoka	35,579	22,443	58.5	19,367	16,212	9,421	9,195	97.6	4,795	14,401	4,717,125	11,100	1,969	1,572,000
Becker	24,836	26,562	—6.5	5,787	19,049	6,723	6,501	96.7	5,149	17,228	8,978,218	10,544	253	153,000
Beltrami	24,962	26,107	—4.4	10,001	14,961	6,892	6,499	94.3	5,041	21,650	3,085,689	8,705	609	326,000
Benton	15,911	16,106	—1.2	6,383	9,528	4,007	3,851	96.1	3,084	13,539	5,662,378	6,302	600	425,000
Big Stone	9,607	10,447	—8.0	2,577	7,030	2,641	2,596	98.3	2,303	11,436	6,119,904	4,690	169	141,000
Blue Earth	38,327	36,203	5.9	18,809	19,518	10,835	10,586	97.7	8,547	51,191	19,965,752	18,582	1,580	966,000
Brown	25,895	25,544	1.4	15,200	10,695	7,311	7,128	97.5	5,778	28,255	16,252,640	12,758	1,205	666,000
Carlton	25,584	24,212	1.5	7,685	16,899	6,634	6,435	97.0	5,212	18,440	4,263,340	9,379	3,478	2,386,000
Carver	18,155	17,606	3.1		18,155	4,995	4,845	97.0	3,750	14,684	11,390,791	8,712	316	200,000
Cass	19,468	20,646	—5.7		19,468	5,359	5,084	94.9	3,856	11,313	3,374,801	6,922	295	127,000
Chippewa	16,739	16,927	—1.1	5,991	10,748	4,841	4,739	97.9	3,908	20,104	13,446,561	8,431	314	144,000
Chisago	12,669	13,124	—3.5		12,669	3,806	3,688	96.9	3,027	8,838	6,626,396	6,024	213	114,000
Clay	30,363	25,337	19.8	14,870	15,493	7,966	7,799	97.9	5,514	35,567	15,923,845	13,858	489	321,000
Clearwater	10,204	11,153	—8.5		10,204	2,789	2,652	95.1	2,133	7,369	3,159,894	4,137	167	68,000
Cook	2,900	3,030	—4.3		2,900	931	879	94.4	606	2,562	61,236	1,105	244	142,000
Cottonwood	15,763	16,143	—2.4	3,165	12,598	4,565	4,478	98.1	3,557	16,380	17,678,171	8,739	141	82,000
Crow Wing	30,875	30,226	2.1	15,414	15,461	9,147	8,845	96.7	6,778	33,356	2,923,346	13,941	747	445,000
Dakota	49,019	39,660	23.6	31,301	17,718	13,060	12,851	98.4	8,534	36,312	11,594,330	19,735	7,378	6,000,000
Dodge	12,624	12,931	—2.4		12,624	3,511	3,427	97.6	2,873	9,192	11,103,065	5,619	78	42,000
Douglas	21,304	20,369	4.6	6,319	14,985	6,103	5,902	96.7	4,487	22,204	10,001,858	10,522	295	152,000
Faribault	23,879	23,941	—0.3	3,843	20,036	6,732	6,604	98.1	5,459	24,420	21,600,170	12,117	298	174,000
Fillmore	24,465	25,830	—5.3		24,465	7,147	6,933	97.0	5,673	21,786	17,476,519	11,307	205	104,000
Freeborn	34,517	31,780	8.6	13,545	20,972	9,762	9,557	97.9	7,267	35,298	22,465,590	15,524	2,646	1,693,000
Goodhue	32,118	31,564	1.8	10,645	21,473	9,455	9,238	97.7	7,358	34,777	15,485,800	14,407	2,209	1,432,000
Grant	9,542	9,828	2.9		9,542	2,660	2,601	97.8	2,156	9,237	8,339,669	4,875	38	22,000
Hennepin	676,579	568,899	18.9	612,113	64,466	201,344	198,727	98.7	152,246	834,538	14,525,767	265,904	63,538	47,342,000
Houston	14,435	14,735	—2.0		14,435	4,058	3,932	96.9	3,174	10,998	9,402,547	6,388	161	91,000
Hubbard	11,085	11,085		3,027	8,058	3,222	3,025	93.9	2,127	7,918	2,305,186	4,578	324	102,000
Isanti	12,123	12,950	—6.4	2,978	9,145	3,206	3,094	96.5	2,481	8,665	5,190,817	5,032	202	103,000
Itasca	33,321	32,996	1.0	6,019	27,302	9,463	9,113	96.3	6,943	28,646	2,547,520	12,832	936	661,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

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MINNESOTA

SPOT RATE FINDER

(Continued from page 100)

WCCO, 50kw, 830kc, CBS, CBS Radio Spot Sales, Pulse, BMB

	SB	1M	5M	15M	30M	1 Hr
D	57.00	72.00	72.00	144.00	216.00	360.00
N		95.00		240.00	360.00	600.00

WDGY, 50kw-D, 25kw-N, 1130kc, Avery-Knodel, BMB

D			27.00	45.00	75.00	125.00
N			43.20	72.00	120.00	200.00

* * *

WLOL, 5kw, 1330kc, MBS, AM Radio Sales

	SB	1M	5M	15M	30M	1 Hr
D	14.50	18.00	30.50	50.50	84.00	140.00
N	20.00	25.00	60.00	100.00	165.00	275.00

WMIN, 250w, 1400kc, Forjoe

D	7.00	9.00	20.00	40.00	60.00	120.00
N	10.00	12.00	27.00	55.00	80.00	160.00

WMIN-FM, Chan. 258, 99.5mc, 100kw, Bonus

WPBC, 500w-D, 980kc, Sears & Ayer, Pulse

D	5.75	8.05	12.65	25.30	46.00	78.20

WTCN, 5kw-D, 1kw-N, 1280kc, ABC, Free & Peters, Pulse

D	15.00	22.50	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

* * *

WTCN-FM, Chan. 246, 97.1mc, 12kw, Free & Peters (No rates available)

WTCN-TV, Chan. 4, 9.2kw-aur.; 17.9kw-vis., ABC, CBS, DuMont, Free & Peters

	SB	1M	5M	15M	30M	1 Hr
D	65.00	65.00	88.00	130.00	195.00	325.00
N	160.00	160.00	208.00	320.00	480.00	850.00

MONTEVIDEO, 5,459 pop.; Chippewa Co.: TV alloc.; Chan. 19.

KDMA, 100w, 1450kc, ABC, Pearson, Conlan

D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

MOORHEAD, 14,870 pop.; 3,862 homes; 98.2% radio; 3,792 radio homes; Clay Co.

KVOX, 250w, 1340kc, MBS, Walker, Conlan

D	5.25	6.50	20.00	35.00	50.00	70.00
N	6.50	8.00	25.00	40.00	55.00	85.00

NEW ULM, 9,348 pop.; Brown Co.; TV alloc.: Chan. 43.

KNUJ, 1kw-D, 860kc

D		5.25	10.50	21.00	31.50	52.50

NORTHFIELD, 7,487 pop.; Rice Co.; TV alloc.: Chan. 26.

OWATONNA, 10,191 pop.; 3,034 homes; 97.3% radio; 2,952 radio homes; Steele Co.; TV alloc.: Chan. 45.

KOBK, 500w-D, 1390kc

D	2.00	3.00	4.00	9.00	15.00	24.00
N	2.00	3.00	4.00	9.00	15.00	24.00

RED WING, 10,645 pop.; 3,364 homes; 97.7% radio; 3,286 radio homes; Goodhue Co., TV alloc.: Chan. 63.

KAAA, 1kw-D, 1250kc

D	5.00	6.00	10.00	20.00	30.00	50.00

ROCHESTER, 29,885 pop.; 8,312 homes; 98.7% radio; 8,204 radio homes; Olmsted Co., TV alloc.: Chans. 10, 55.

2 AM affiliates, average 1-time rates

D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KLER, 500w-D, 1kw-N, 970kc, ABC, Pearson

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KROC, 250w, 1340kc, NBC, Ra-Tel

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

ST. CLOUD, 28,410 pop.; 6,968 homes; 97.9% radio; 6,822 radio homes; Benton, Sherburne, Stearns Cos.; TV alloc.: Chans. 7, 33.

2 AM affiliates, average 1-time rates

D	5.00	6.00	10.45	26.38	37.90	57.00
N	6.00	7.00	14.00	32.00	48.00	77.50

KFAM, 250w, 1450kc, NBC, Pearson

D		10.90	27.75	40.80	68.00
N		13.60	34.00	51.00	85.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

KFAM-FM, Chan. 284, 104.7mc, 50kw; Bonus

WJON, 250w, 1240kc, ABC, Rambeau, Bulmer & Johnson

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	25.00	35.00	50.00
N	6.00	7.00	15.00	30.00	45.00	70.00

ST. PAUL, 311,349 pop.; 92,844 homes; 98.7% radio; 91,637 radio homes; Ramsey Co.; TV alloc.: (see Minneapolis).

SOUTH ST. PAUL, 15,909 pop.; 4,449 homes; 98.8% radio; 4,396 radio homes; Dakota Co.

WCOW, 5kw-D, 1590kc

D	5.00	6.00	12.00	24.00	36.00	60.00

STILLWATER, 7,674 pop.; Washington Co.; TV alloc.: Chan. 39.

WSHB, 250w-D, 1220kc, KBS, Cooke

D	2.00	3.00	4.80	10.80	18.00	28.80
N	2.75	3.60	6.00	12.60	21.00	32.40

THIEF RIVER FALLS, 6,926 pop; Pennington Co.; TV alloc.: Chan. 15.

KTRF, 250w, 1230kc, Bulmer & Johnson, Conlan

D	2.00	3.00	8.00	18.00	25.00	40.00
N	2.70	4.00	9.00	20.00	30.00	50.00

VIRGINIA, 12,486 pop.; 3,965 homes; 98.7% radio; 3,913 radio homes; St. Louis Co.; TV alloc.: Chan. 26.

WHLB, 250w, 1400kc, NBC, Hollingbery, Bulmer & Johnson

D	2.40		3.60	7.20	13.20	24.00
N	4.80		7.20	14.40	26.40	48.00

WADENA, 3,958 pop.; Wadena Co.; TV alloc.: Chan. 27.

KWAD, 1kw, 920kc, MBS, Bulmer & Johnson, Conlan

D	5.00	5.75	9.50	21.00	31.00	52.00
N	6.25	6.75	13.50	28.00	42.00	70.00

WILLMAR, 9,410 pop; Kandiyohi Co.; TV alloc.: Chan. 31.

KWLM, 250w, 1340kc, ABC, Pearson, Conlan

D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WINONA, 25,031 pop.; 7,204 homes; 96.7% radio; 6,966 radio homes; Winona Co.; TV alloc.: Chan. 61.

KWNO, 250w, 1230kc, ABC, Pearson, Conlan, BMB

D	4.20	6.00	10.20	20.40	30.60	51.00
N	6.00	8.00	17.00	34.00	51.00	85.00

KWNO-FM, Chan. 248, 97.5mc, 18.5kw, Pearson, Bonus

WORTHINGTON, 7,923 pop.; Nobles Co.; TV alloc.: Chan. 32.

KWOA, 1kw-D, 730kc, Bulmer & Johnson

D			10.80	21.60	32.40	54.00

keyd

"the family station"

REGIONAL COVERAGE AT LOWER RATES
MAKES KEYD YOUR BEST TWIN CITY BUY

KEYD gets regular response from *every* Minnesota county, 32 Wisconsin counties, 15 North and South Dakota counties—even some northern Iowa counties—proving that KEYD is the greatest radio value in the Twin Cities.

keyd —YOUR KEY TO FAMILY LISTENING IN THIS GREAT MARKET

You'll get greater advertising results with KEYD, because KEYD gives more listeners and better coverage per dollar invested. KEYD's family interest programming produces loyal audience response from all age groups in both farm and city homes. Take advantage of this natural key to family listening. Reach a profitable market for your product in these rich metropolitan and rural counties by using KEYD.

LEE WHITING, General Manager
RAY TENPENNY, Commercial Manager

KEYD 5,000 WATTS In *ALL* Directions

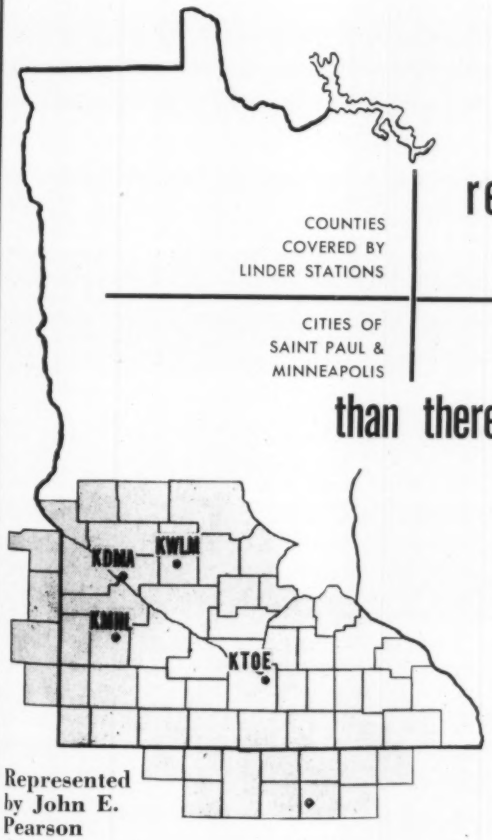
FAMILY BROADCASTING CORP.

NINTH AND HENNEPIN • MINNEAPOLIS 2, MINN.

Represented by Rambeau
New York — Chicago — Los Angeles — San Francisco

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Jackson	16,306	16,805	—3.0	3,313	12,993	4,598	4,501	97.9	3,722	14,978	21,246,377	8,751	213	146,000
Kanabec	9,192	9,651	—4.8		9,192	2,609	2,499	95.8	1,994	6,712	4,200,753	3,576	128	83,000
Kandiyohi	28,644	26,524	8.0	9,410	18,234	7,615	7,455	97.9	5,646	29,360	17,211,233	12,847	200	108,000
Kittson	9,649	10,717	—10.0		9,649	2,647	2,552	96.4	2,123	7,978	9,439,299	4,931	44	20,000
Koochiching	16,910	16,930	—0.1	6,269	10,641	4,977	4,604	92.5	3,427	14,916	1,532,413	5,850	2,798	2,478,000
Lac Qui Parle	14,545	15,509	—6.2		14,545	3,987	3,931	98.6	3,335	12,773	14,687,718	7,396	73	24,000
Lake	7,781	6,956	11.9	4,400	3,381	2,524	2,315	91.7	1,868	6,317	256,940	3,050	127	68,000
Lake of the Woods	4,955	5,975	—17.1		4,955	1,429	1,365	95.5	1,119	17,209	1,908,506	1,818	59	27,000
Le Sueur	19,088	19,227	—0.7	2,713	16,375	5,587	5,447	97.5	4,419	8,704	10,860,429	8,760	768	653,000
Lincoln	10,150	10,797	—6.0		10,150	2,874	2,161	75.2	2,293	29,694	10,422,007	5,259	36	16,000
Lyon	22,253	21,569	3.2	8,943	13,310	6,270	5,900	94.1	4,712	24,068	17,539,093	11,075	671	350,000
McLeod	22,198	21,380	3.8	7,491	14,707	6,343	6,013	94.8	4,676	24,068	14,761,138	12,064	734	516,000
Mahnomen	7,059	8,054	—12.4		7,059	1,720	1,631	94.8	1,325	4,374	3,048,811	2,723	35	16,000
Marshall	16,125	18,364	—12.2		16,125	4,249	4,126	97.1	3,629	11,346	12,118,104	7,412	91	60,000
Martin	25,655	24,656	4.1	8,193	17,462	7,328	7,196	98.2	5,616	26,609	23,283,120	13,376	874	668,000
Meeker	18,966	19,277	—1.6	4,608	14,358	5,309	5,160	97.2	4,175	17,008	13,898,602	8,812	431	244,000
Mille Lacs	15,165	15,558	—2.5		15,165	4,312	4,131	95.8	3,263	13,769	5,510,038	6,530	235	114,000
Morrison	25,832	27,473	—6.0	6,717	19,115	6,612	6,334	95.8	5,163	18,799	9,069,217	10,422	603	341,000
Mower	42,277	36,113	17.1	23,100	19,177	11,710	11,511	98.3	8,346	43,839	17,920,753	19,116	5,103	4,952,000
Murray	14,801	15,060	—1.7		14,801	3,864	3,798	98.3	3,081	11,583	17,998,306	7,253	56	30,000
Nicollet	20,929	18,282	14.5	12,542	8,387	4,899	4,811	98.2	3,681	12,020	11,492,076	8,045	226	123,000
Nobles	22,435	21,215	5.8	7,923	14,512	6,219	6,132	98.6	4,760	27,244	20,235,683	11,364	406	235,000
Norman	12,909	14,746	—12.5		12,909	3,589	3,485	97.1	3,012	10,141	10,079,940	6,316	63	34,000
Olmstead	48,228	42,658	13.1	29,885	18,343	13,138	12,875	98.0	9,193	57,132	14,731,970	19,614	.....	.....
Otter Tail	51,320	53,192	—3.5	12,917	38,403	13,584	13,122	96.6	10,604	38,780	26,105,091	22,222	882	483,000
Pennington	12,965	12,913	0.4	6,926	6,039	3,615	3,467	95.9	2,766	16,281	3,496,295	5,561	272	148,000
Pine	18,223	21,478	—15.2		18,223	5,283	5,061	95.8	4,349	13,092	7,077,962	7,409	220	114,000
Pipestone	14,003	13,794	1.5	5,269	8,734	3,838	3,773	98.3	3,018	17,247	12,036,299	7,401	161	89,000
Polk	35,900	37,734	—4.9	12,401	23,499	9,773	9,490	97.1	7,880	32,585	22,505,905	16,365	459	325,000
Pope	12,862	13,544	—5.0	2,666	10,196	3,603	3,517	97.6	2,924	8,441	9,316,083	5,958	119	64,000
Ramsey	355,332	309,935	14.6	335,798	19,534	104,395	103,038	98.7	81,216	446,985	3,064,828	128,601	.....	.....
Red Lake	6,806	7,413	—8.2		6,806	1,687	1,628	96.5	1,385	5,401	3,082,468	2,661	63	35,000
Redwood	22,127	22,290	—0.7	3,813	18,314	6,178	6,061	98.1	4,836	23,001	21,494,091	12,011	255	142,000
Renville	23,954	24,625	—2.7		23,954	6,530	6,419	98.3	5,300	21,611	25,208,519	12,714	128	66,000
Rice	36,235	32,160	12.7	23,515	12,720	8,654	8,412	97.2	6,657	29,732	12,714,533	12,475	1,108	718,000
Rock	11,278	10,993	3.2	3,650	7,628	3,150	3,084	97.9	2,475	11,939	13,821,889	5,928	227	97,000
Roseau	14,505	15,103	—4.0		14,505	3,805	3,638	95.6	2,812	10,861	7,314,852	5,948	100	47,000
St. Louis	206,062	206,917	—0.4	154,333	51,729	61,894	60,532	97.8	51,295	211,932	6,283,667	72,994	553	.....
Scott	16,486	15,585	5.8	3,185	13,301	4,365	4,234	97.0	2,995	13,025	8,333,255	6,724	553	395,000
Sherburne	10,661	10,456	2.0	2,656	8,005	2,619	2,514	96.0	1,899	5,986	4,074,421	3,874	86	36,000
Sibley	15,816	16,625	—4.9		15,816	4,315	4,216	97.7	3,425	11,915	15,636,879	8,407	201	103,000
Stearns	70,681	67,200	5.2	25,921	44,760	16,384	15,909	97.1	12,424	69,929	22,009,361	25,586	.....	.....
Steele	21,155	19,749	7.1	10,191	10,964	5,962	5,819	97.6	4,518	23,742	12,309,823	9,849	1,033	770,000
Stevens	11,106	11,039	0.6	3,811	7,295	2,933	2,845	97.0	2,274	11,181	9,059,716	5,642	88	39,000
Swift	15,837	15,469	2.4	3,398	12,439	4,379	4,278	97.7	3,293	18,933	12,353,376	7,472	160	70,000
Todd	25,420	27,438	—7.4	2,782	22,638	6,935	6,685	96.4	5,594	18,109	12,468,376	10,129	369	231,000
Traverse	8,053	8,283	—2.8		8,053	2,233	2,204	98.7	1,846	8,458	8,070,729	4,211	53	26,000
Wabasha	16,878	17,653	—4.4	3,457	13,421	4,835	4,695	97.1	3,919	15,599	9,976,951	7,024	425	296,000
Wadena	12,806	12,772	0.3	3,958	8,848	3,433	3,282	95.6	2,504	14,589	3,972,845	5,319	191	90,000
Waseca	14,957	15,186	—1.5	4,927	10,030	4,420	4,301	97.3	3,416	14,936	10,770,767	7,183	556	281,000
Washington	34,544	26,430	30.7	14,300	20,244	9,414	9,226	98.0	6,125	25,656	8,411,864	13,003	3,024	2,460,000
Watonwan	13,881	13,902	0.2	3,861	10,020	4,021	3,961	98.5	3,158	14,017	12,161,409	6,994	301	179,000
Wilkin	10,567	10,475	0.9	3,623	6,944	2,744	2,684	97.8	2,180	9,462	9,200,436	5,140	44	28,000
Winona	39,841	37,795	5.4	25,031	14,810	11,255	10,906	96.9	8,631	39,881	10,886,166	15,785	3,223	2,236,000
Wright	27,716	27,550	0.6		27,716	7,702	7,440	96.6	5,889	26,082	16,703,788	12,910	528	291,000
Yellow Medicine	16,279	16,917	—3.8	1,979	14,300	4,569	4,505	98.6	3,754	15,914	16,592,769	8,630	75	44,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.



The *Linder Group* . . . in Minnesota

	reaches more people	covers more homes
COUNTIES COVERED BY LINDER STATIONS	1,229,000	360,941
CITIES OF SAINT PAUL & MINNEAPOLIS	827,900	257,010

than there are in **both** Minneapolis and St. Paul! (and no TV)

The Linder Group of stations covers 48.8% of the farm population, households and radio homes—23% of Minnesota's total population. Their area has 59.5% of the total farm income and 27.8% of the state's total retail sales.

Big audiences mean big sales in this prosperous area of the Linder Group of stations.

Available individually or in combination. Ideal for test campaigns.

KWLM Willmar **KMHL** Marshall **KTOE** Mankato **KDMA** Montevideo

Represented by John E. Pearson Company

Harry W. Linder
The LINDER Group Willmar, Minnesota

MISSISSIPPI

SPOT RATE FINDER

ABERDEEN, 5,290 pop.; Monroe Co.
WMPA, 250w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D	2.50	5.00	20.00	25.00	35.00	60.00
N	2.50	5.00	20.00	25.00	35.00	60.00

BILOXI, 37,425 pop.; 7,998 homes; 84.1% radio; 6,726 radio homes; Harrison Co.; TV alloc.: Chans. 13, *44, 50.
WLOX, 250w, 1490kc, MBS, Rambeau

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WVMI, 1kw, 570kc

D	3.40	4.50	9.00	18.00	27.00	45.00
N	3.40	4.50	9.00	18.00	27.00	45.00

BOONEVILLE, 3,295 pop.; Prentiss Co.
WBIP, 250w, 1400kc

D	3.50	3.50	9.00	16.00	30.00	55.00
N	2.75	2.75	7.50	11.00	20.00	35.00

BROOKHAVEN, 7,801 pop.; Lincoln Co.; TV alloc.: Chan. 37.
WJMB, 250w, 1340kc, Continental

D		1.00	5.00	9.00	18.00	35.00
N		.75	3.00	12.00	12.00	20.00

CANTON, 7,048 pop.; Madison Co.; TV alloc.: Chan. 16.

CENTREVILLE, 2,025 pop.; Amite, Wilkinson Cos.
WGLC, 250w-D, 1580kc

D	3.00	4.00	12.50	20.00	35.00	50.00

CLARKSDALE, 16,539 pop.; 4,953 homes; 76.4% radio; 3,784 radio homes; Coahoma Co.; TV alloc.: Chans. 6, 32.
WROX, 250w, 1450kc, MBS

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

CLEVELAND, 6,747 pop.; Bolivar Co.
WCLD, 250w, 1490kc, McGillvra

D	1.50	2.75	7.50	10.00	16.00	35.00
N	1.50	2.75	7.50	10.00	16.00	35.00

COLUMBIA, 6,124 pop.; Marion Co.; TV alloc.: Chan. 35.
WCJU, 250w, 1450kc, MBS, KBS

D	3.00		6.00	12.00	13.00	30.00
N	5.00		10.00	20.00	30.00	50.00

COLUMBUS, 17,172 pop.; 4,760 homes; 77.6% radio; 3,694 radio homes; Lowndes Co.; TV alloc.: Chan. 28.
WACR, 250w-D, 1050kc
(No rates available)
WCBI, 250w, 1340kc, MBS

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

CORINTH, 9,785 pop.; Alcorn Co.; TV alloc.: Chan. 29.
WCMA, 250w, 1230kc, MBS, Burn-Smith

D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

GREENVILLE, 29,936 pop.; 8,678 homes; 75.8% radio; 6,578 radio homes; Washington Co.; TV alloc.: Chans. 21, 27.
WGVM, 1kw-D, 1260kc, Devney

D	6.00	6.00	12.00	20.00	36.00	60.00

WJPR, 1kw, 1350kc, MBS, Sears & Ayer

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

GREENWOOD, 18,061 pop.; 5,428 homes; 80.5% radio; 4,370 radio homes; Leflore Co.; TV alloc.: Chan. 24.
WABG, 1kw-D, 500w-N, 960kc

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

WGRM, 250w, 1240kc, NBC, KBS

D			9.00	22.50	40.00	75.00
N			9.00	22.50	40.00	75.00

GRENADA, 7,388 pop.; Grenada Co.; TV alloc.: Chan. 15.
WNAG, 250w, 1400kc, MBS, Radio Sales

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

GULFPORT, 22,659 pop.; 6,353 homes; 85.5% radio; 5,432 radio homes; Harrison Co.; TV alloc.: Chan. 56.

GULFPORT (BILOXI)
WGCM, 250w, 1240kc, ABC, Sears & Ayer

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WGCM-FM, Chan. 268, 101.5mc, 3kw, Bonus

HATTIESBURG, 29,474 pop.; 8,383 homes; 79.0% radio; 6,623 radio homes; Forrest Co.; TV alloc.: Chans. 9, 17.
WFOR, 250w, 1400kc, NBC, Hollingbery, BMB, Conlan

D	4.50	4.50	9.00	18.00	27.00	45.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WFOR-FM, Chan. 250, 97.9mc, 2kw, Hollingbery

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WHSY, 250w, 1230kc, BMB

D	4.25		8.75	15.00	24.00	40.00
N	7.50		12.00	20.00	36.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

JACKSON, 98,271 pop.; 26,942 homes; 86.2% radio; 23,224 radio homes; Hinds Co.; TV alloc.: Chans. 12, *19, 25, 47.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.67	8.35	11.88	20.19	30.81	53.13
N	13.17	11.88	20.00	37.31	57.00	95.00

WJDX, 5kw-D, 1kw-N, 1300kc, NBC, Hollingbery

D	10.00	10.00	15.00	24.00	36.00	60.00
N	15.00	15.00	25.00	48.00	72.00	120.00

WJDX-FM, Chan. 275, 102.9mc, 50kw

D		1.50	3.00	5.00	10.00	15.00
N		1.50	3.00	5.00	10.00	15.00

WJQS, 250w, 1400kc, CBS

D		3.40	7.50	12.75	21.25	42.50
N		5.00	10.00	21.25	36.00	60.00

WJXN, 250w, 1450kc, Forjoe

D			9.00	15.00	25.00	40.00
N			9.00	15.00	25.00	40.00

WRBC, 5kw-D, 1kw-N, 620kc, MBS, Branham, Conlan, BMB

D	8.00	8.00	10.00	20.00	30.00	50.00
N	12.50	12.50	20.00	40.00	60.00	100.00

WSLI, 5kw, 930kc, ABC, Weed

D	10.00	12.00	15.00	24.00	36.00	60.00
N	12.00	15.00	25.00	40.00	60.00	100.00

KOSCIUSKO, 6,753 pop.; Attala Co.; TV alloc.: Chan. 52.
WKOZ, 250w, 1340kc

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

LAUREL, 25,038 pop.; 7,208 homes; 79.9% radio; 5,759 radio homes; Jones Co.; TV alloc.: Chan. 33.

2 AM affiliates, average 1-time rates

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WAML, 250w, 1340kc, NBC, Hollingbery

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WLAU, 250w, 1490kc, ABC, MBS, McGillvra, SAMS

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

LOUISVILLE, 5,282 pop.; Winston Co.; TV alloc.: Chan. 46.

MACON, 2,241 pop.; Noxubee Co.
WMBC, 250w, 1400kc

D		3.40	7.50	12.75	21.25	42.50
N		5.00	10.00	21.25	36.00	60.00

McCOMB, 10,401 pop.; 3,246 homes; 86.1% radio; 2,795 radio homes; Pike Co.; TV alloc.: Chan. 31.
WAPF, 250w-D, 1010kc, KBS

D		4.00	12.50	20.00	35.00	50.00

WSKB, 5kw-D, 500w-N, 1250kc

D	4.50	8.00	15.00	20.00	30.00	50.00
N	6.00	10.00	20.00	30.00	50.00	80.00

MERIDIAN, 41,893 pop.; 12,589 homes; 78.5% radio; 9,882 radio homes; Lauderdale Co.; TV alloc.: Chans. 11, 30, *36.

3 AM affiliates, average 1-time rates

D	3.22	3.38	7.50	15.17	24.08	44.17
N	4.00	4.67	10.00	22.08	36.00	60.00

WCOC, 5kw-D, 1kw-N, 910kc, CBS

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

WMOX, 250w, 1240kc, MBS

D	2.75	3.25	7.50	20.00	30.00	50.00
N	3.00	4.00	10.00	24.00	36.00	60.00

WMOX-FM, Chan. 253, 98.5mc, 5kw, Bonus
WTOK, 250w, 1450kc, ABC, Headley-Reed

D	3.50	3.50	7.50	12.75	21.00	40.00
N	5.00	5.00	10.00	21.00	36.00	60.00

NATCHEZ, 22,740 pop.; 12,589 homes; 74.8% radio; 9,417 radio homes; Adams Co.; TV alloc.: Chan. 29.

2 AM affiliates, average 1-time rates

D	3.50		8.00	18.25	30.50	55.00
N	5.00		10.50	23.25	38.00	67.50

WMIS, 250w, 1240kc, NBC, KBS

D			9.00	22.50	40.00	75.00
N			9.00	22.50	40.00	75.00

WNAT 250w, 1450kc, ABC

D	3.50		7.00	14.00	21.00	35.00
N	5.00		12.00	24.00	36.00	60.00

PASCAGOULA, 10,805 pop.; 2,974 homes; 86.3% radio; 2,567 radio homes; Jackson Co.; TV alloc.: Chan. 22.
WPMP,250w-D, 1580kc

D	5.25			9.00	24.00	36.00	60.00

PHILADELPHIA, 4,472 pop.; Neshoba Co.
WHOC, 250w, 1490kc

D	4.00	4.00	8.00	12.00	24.00	40.00
N	6.00	6.00	12.00	18.00	36.00	60.00

PICAYUNE, 6,707 pop.; Pearl River Co.; TV alloc.: Chan. 14.
WRJW, 5kw-D, 1320kc

D			4.50	9.50	21.00	32.00	55.00

* * *

STARKVILLE, 7,107 pop.; Oktibbeha Co.; TV alloc.: Chan. 34.
WSSO, 250w, 1230kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

STATE COLLEGE, Oktibbeha Co.; TV alloc.: Chan. *2.

TUPELO, 11,527 pop.; 3,548 homes; 83.1% radio; 2,948 radio homes; Lee Co.; TV alloc.: Chan. 38.
WELO, 250w, 1490kc, MBS

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

UNIVERSITY, Lafayette Co.; TV alloc.: Chan. *20.

VICKSBURG, 27,948 pop.; 8,684 homes; 78.5% radio; 6,817 radio homes; Warren Co.; TV alloc.: Chan. 41.
WQBC, 1kw-D, 500w-N, 1420kc, MBS, Sears & Ayer, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	12.00	18.00	32.00	60.00
N	6.00	6.00	15.00	25.00	50.00	90.00

WVIM, 250w, 1490kc

D			7.00	14.00	21.00	35.00
N			12.00	24.00	36.00	60.00

WEST POINT, 6,432 pop.; Clay Co.; TV alloc.: Chans. 8, 56.
WROB, 250w, 1450kc, MBS

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

YAZOO CITY, 9,746 pop.; Yazoo Co.; TV alloc.: Chan. 49.
WAZF, 250w, 1230kc

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

* * *

MARKET INDICATORS FOR MISSISSIPPI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,178,914	'50	2,183,796	'40
Urban Population	607,162	'50	(1) 432,882	'40
Rural Population	1,571,752	'50	(1) 1,750,914	'40
Total Homes	554,783	'50	534,956	'40
Percentage Radio	79.8%	'50	39.9%	'40
Radio Homes	451,916	'50	205,613	'40
Retail Sales	$1,172,821,000	'51	$ 992,700,000	'48
Automobiles	510,286	'51	484,374	'50
Telephones	242,000	'52	117,900	'45
New Construction	$ 146,000,000	'47	$ 93,000,000	'40
Farm Income	$ 339,712,853	'49	$ 284,487,801	'44
Internal Revenue Collections	$ 113,837,543	'51	$ 88,306,655	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

MISSISSIPPI MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1949 Median Fam. Income	1950 Employed
Adams	32,256	27,238	18.4	22,740	9,516	8,944	6,708	75.0	2,798	$27,501	$968,971	8,207	$2,128	12,497
Alcorn	27,158	26,969	0.7	9,785	17,373	7,457	6,346	85.1	3,702	18,430	3,043,562	7,152	1,287	8,839
Amite	19,261	21,892	—12.0		19,261	4,619	3,681	79.7	1,697	6,713	2,968,924	3,926	1,020	6,158
Attala	26,652	30,227	—11.8	6,753	19,809	6,525	5,090	78.0	2,637	14,446	2,470,662	5,179	903	8,501
Benton	8,793	10,429	—15.7		8,793	2,070	1,639	79.2	757	1,324	1,570,672	1,419	717	2,748
Bolivar	63,004	67,574	—6.8	6,747	56,257	16,016	12,460	77.8	4,889	30,658	22,565,468	11,629	759	19,349
Calhoun	18,369	20,893	—12.1		18,369	4,701	3,958	84.2	2,333	5,840	3,568,121	3,521	1,210	5,771
Carroll	15,499	20,651	—24.9		15,499	3,552	2,820	79.4	1,487	3,168	2,508,754	2,469	720	4,805
Chickasaw	18,951	21,427	—11.6		18,951	4,813	3,942	81.9	1,942	7,071	2,886,753	3,565	999	6,095
Choctaw	11,009	13,548	—18.7		11,009	2,728	2,212	81.1	1,138	3,116	937,758	2,111	813	3,302
Claiborne	11,944	12,810	—6.8	2,920	9,024	3,034	2,236	73.7	829	5,166	1,634,072	2,476	947	4,050
Clarke	19,362	20,596	—6.0		19,362	4,808	3,914	81.4	1,835	6,140	1,312,195	4,256	1,003	6,333
Clay	17,757	19,030	—6.7	6,432	11,325	4,537	3,480	76.7	1,681	8,586	2,077,065	3,343	1,082	5,529
Coahoma	49,361	48,333	2.1	16,539	32,822	13,161	9,976	75.8	3,840	30,691	18,408,914	10,216	1,104	16,640
Copiah	30,493	33,974	—10.2	7,073	23,420	7,829	6,169	78.8	3,058	13,214	3,527,874	6,668	1,018	10,410
Covington	16,036	17,030	—5.8		16,036	3,839	3,156	82.2	1,514	5,986	1,835,792	3,461	1,009	5,113
De Soto	24,599	26,663	—7.7		24,599	5,931	4,496	75.8	1,446	6,773	7,818,282	5,207	643	8,643
Forrest	45,055	34,901	29.1	29,474	15,581	12,357	9,960	80.6	4,814	43,974	946,742	12,948	1,990	15,153
Franklin	10,929	12,504	—12.6		10,929	2,863	2,388	83.4	1,111	4,292	789,506	2,784	1,375	3,530
George	10,012	8,704	15.0		10,012	2,487	2,019	81.2	733	4,577	950,005	3,033	1,290	2,779
Greene	8,215	9,512	—13.6		8,215	1,949	1,551	79.6	689	2,535	599,803	2,083	1,029	1,200
Grenada	18,830	19,052	—1.2	7,388	11,442	4,907	3,852	78.5	1,720	11,112	2,252,660	4,514	1,391	6,334
Hancock	11,891	11,328	5.0	4,621	7,270	3,141	2,569	81.8	1,285	6,107	718,321	2,829	1,334	3,491
Harrison	84,073	50,799	65.5	69,570	14,503	21,076	17,725	84.1	7,815	62,037	1,033,768	23,449	2,291	22,591
Hinds	142,164	107,273	32.5	100,261	41,903	37,454	31,461	84.0	14,728	134,460	4,725,061	41,501	2,293	56,788
Holmes	33,301	39,710	—16.1	3,198	30,103	8,070	6,085	75.4	2,460	14,634	6,448,487	5,589	553	10,753
Humphreys	23,115	26,257	—12.0	4,071	19,044	5,586	4,190	75.0	1,763	10,697	8,410,487	3,859	672	6,900
Issaquena	4,966	6,433	—22.8		4,966	1,266	942	74.4	297	772	2,147,892	680	627	1,449
Itawamba	17,216	19,922	—13.6		17,216	4,371	3,510	80.3	1,636	2,953	3,112,040	3,815	1,104	5,519
Jackson	31,401	20,601	52.4	17,645	13,756	8,428	7,273	86.3	3,113	18,590	731,321	8,282	2,131	9,061
Jasper	18,912	19,484	—2.9		18,912	4,375	3,456	79.0	1,409	4,845	1,852,499	3,631	809	5,672
Jefferson	11,306	13,969	—19.1		11,306	2,971	2,243	75.5	641	3,777	1,375,235	1,981	725	3,915
Jeff Davis	15,500	15,869	—2.3		15,500	3,597	2,802	77.9	1,051	5,719	2,074,050	2,908	827	5,126
Jones	57,235	49,227	16.3	28,617	28,618	14,844	12,098	81.5	6,136	39,264	2,860,068	14,148	1,657	19,009
Kemper	15,893	21,867	—27.3		15,893	3,614	2,812	77.8	1,248	4,190	1,621,476	2,508	613	4,914
Lafayette	22,798	21,257	7.2	3,956	18,842	5,398	4,351	80.6	2,054	10,774	2,694,591	4,675	1,271	7,165
Lamar	13,225	12,096	9.3		13,225	3,415	2,797	81.9	1,143	4,162	1,553,167	3,200	1,431	4,074
Lauderdale	64,171	58,247	10.2	41,893	22,278	18,153	14,286	78.7	7,109	46,453	1,904,118	16,278	1,835	24,219
Lawrence	12,639	13,983	—9.3		12,639	3,113	2,456	78.9	956	5,008	1,427,232	2,454	985	4,138
Leake	21,610	24,570	—12.0		21,610	5,268	4,188	79.5	1,858	6,457	2,759,969	4,005	698	6,651
Lee	38,237	38,838	—1.5	11,527	26,710	10,371	8,608	83.0	4,734	27,405	5,563,668	9,844	1,384	13,973
Leflore	51,813	53,406	—3.0	18,061	33,752	13,272	10,405	78.4	4,961	39,552	15,490,130	11,405	1,019	17,709
Lincoln	27,809	27,506	1.4	7,801	20,098	7,237	5,797	80.1	2,722	18,219	2,106,115	7,647	1,492	9,440
Lowndes	37,852	35,245	7.4	17,172	20,680	9,560	8,126	85.0	3,583	22,997	4,049,423	8,119	1,424	13,500
Madison	33,860	37,504	—9.7	7,048	26,812	7,894	6,039	76.5	2,640	14,046	4,861,616	5,753	767	11,196
Marion	23,967	24,085	—0.5	6,124	17,843	6,223	4,835	77.7	2,081	11,995	2,438,397	5,830	1,232	8,268
Marshall	25,106	25,522	—1.6	3,276	21,830	5,687	4,265	75.0	1,375	7,452	4,639,041	3,620	580	7,456
Monroe	36,543	37,648	—2.9	10,280	26,263	9,553	7,633	79.9	3,706	15,015	5,520,569	7,649	1,118	11,165
Montgomery	14,470	15,703	—7.9	3,441	11,029	3,769	3,030	80.4	1,532	6,712	1,450,583	3,138	1,024	4,754
Nashoba	25,730	27,882	—7.7	4,472	21,258	6,448	5,100	79.1	2,407	10,680	2,930,831	5,708	969	8,584
Newton	22,681	24,249	—6.5	2,912	19,769	5,709	4,641	81.3	2,123	10,115	2,418,001	4,815	890	7,183
Noxubee	20,022	25,669	—22.0		20,022	4,804	3,598	74.9	1,089	7,985	4,054,699	2,984	549	6,519
Oktibbeha	24,569	22,151	10.9	7,107	17,462	5,758	4,514	78.4	1,870	9,679	3,089,513	4,626	1,319	7,634
Panola	31,271	34,421	—9.2		31,271	7,827	6,293	80.4	2,909	15,340	5,887,350	6,572	870	9,567
Pearl River	20,641	19,125	7.9	6,707	13,934	5,400	4,482	83.0	2,390	12,101	3,883,443	5,375	1,581	6,648
Perry	9,108	9,292	—2.0		9,108	2,219	1,793	80.8	759	3,364	721,463	2,391	1,000	2,588
Pike	35,137	35,002	0.4	10,401	24,736	9,284	7,761	83.6	4,204	23,560	2,375,162	8,597	1,592	12,091
Pontotoc	19,994	22,904	—12.7		19,994	5,337	4,440	83.2	2,414	7,467	4,290,510	3,901	1,069	6,739
Prentiss	19,810	20,921	—5.3	3,295	16,515	5,238	4,368	83.4	2,276	8,017	3,817,325	4,471	1,276	6,743
Quitman	25,885	27,191	—4.8		25,885	6,334	5,150	81.3	2,645	9,820	10,251,346	4,596	692	7,715
Rankin	28,881	27,934	3.4		28,881	5,882	4,800	81.6	2,064	6,804	3,161,854	5,814	1,287	8,101
Scott	21,681	23,144	—6.3	2,874	18,807	5,343	4,419	82.7	2,072	13,858	3,107,457	5,143	1,087	7,353
Sharkey	12,903	15,433	—16.4		12,903	3,256	2,615	80.3	1,355	6,375	3,949,834	2,258	664	3,814
Simpson	21,819	22,024	—0.9		21,819	5,265	4,338	82.4	2,066	7,554	2,801,375	5,109	1,058	7,000
Smith	16,740	19,403	—13.7		16,740	4,004	3,267	81.6	1,670	3,381	3,601,611	3,415	775	5,409
Stone	6,264	6,155	1.8		6,264	1,655	1,377	83.2	639	4,257	744,080	2,145	1,576	1,826
Sunflower	56,031	61,007	—8.2	4,369	51,662	13,252	10,376	78.3	4,644	24,797	25,687,404	9,597	826	16,637
Tallahatchie	30,486	34,166	—10.8	2,629	27,857	7,448	5,929	79.6	2,659	9,750	10,857,154	5,013	690	9,319
Tate	18,011	19,309	—6.7		18,011	4,487	3,558	79.3	1,550	7,649	4,637,661	3,337	650	5,560
Tippah	17,522	19,630	—11.0		17,522	4,390	3,670	83.6	2,128	5,807	3,315,751	3,655	1,042	5,978
Tishomingo	15,544	16,974	—8.4		15,544	4,065	3,411	83.9	1,852	3,741	2,332,108	3,310	1,099	4,604
Tunica	21,664	22,610	—4.2		21,664	5,591	4,244	75.9	1,365	7,627	10,501,787	3,789	809	7,547
Union	20,262	21,867	—7.3	3,680	16,582	5,516	4,562	82.7	2,656	8,412	3,873,786	5,150	1,053	6,938
Walthall	15,563	17,534	—11.2		15,563	3,595	2,851	79.3	1,288	4,851	3,012,256	3,110	861	5,459
Warren	39,616	39,595	0.1	27,948	11,668	11,952	9,406	78.7	5,371	33,796	1,853,522	10,008	1,835	14,521
Washington	70,504	67,576	4.3	34,672	35,832	19,243	14,567	75.7	6,267	47,488	17,488,151	14,646	1,150	23,137
Wayne	17,010	16,928	0.5	3,442	13,568	4,028	3,182	79.0	1,122	5,749	1,303,995	3,780	1,078	5,298
Webster	11,607	14,160	—18.0		11,607	3,042	2,528	83.1	1,457	5,771	1,861,964	2,790	964	3,862
Wilkinson	14,116	15,955	—11.5		14,116	3,426	2,755	80.4	1,242	6,752	1,069,081	2,780	944	4,942
Winston	22,231	22,751	—2.3	5,282	16,949	5,369	4,215	78.5	1,758	9,698	2,100,446	4,234	913	7,889
Yalobusha	15,191	18,387	—17.4	3,213	11,978	3,885	2,995	77.1	1,770	7,172	2,441,133	3,383	952	5,111
Yazoo	35,712	40,091	—10.9	9,746	25,966	8,898	6,558	73.7	2,876	17,799	7,482,433	7,829	805	12,060

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

MISSOURI

SPOT RATE FINDER

ALTON, 571 pop.; Oregon Co.
KALM, 1kw-D, 1290kc (CP)

CAPE GIRARDEAU, 21,578 pop.; 6,379 homes; 94.8% radio; 6,047 radio homes; Cape Girardeau Co.; TV alloc.: Chans. 12, 18.

KFVS, 1kw-D, 500w-N, 960kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D		8.50	17.50	35.00	50.00	80.00
N		8.50	17.50	35.00	50.00	80.00

KFVS-FM, Chan. 239, 95.7mc, 8.1kw (20% of AM rate)

KGMO, 250w-D, 1220kc

D	7.50	8.50	15.00	30.00	45.00	75.00

KGMO-FM, Chan. 249, 97.7mc, 290w

D	3.75	4.25	7.50	15.00	22.50	37.50
N	3.75	4.25	7.50	15.00	22.50	37.50

CARTHAGE, 11,188 pop.; 3,831 homes; 94.5% radio; 3,620 radio homes; Jasper Co.; TV alloc.: Chan. 56.

KDMO, 250w, 990kc

D	4.00	5.00	7.00	10.00	20.00	40.00
N	4.00	5.00	7.00	10.00	20.00	40.00

CARUTHERSVILLE, 8,614 pop.; Pemiscot Co.; TV alloc.: Chan. 27.

KCRV, 1kw-D, 1370kc

D	2.50	3.50	7.50	15.00	18.75	37.50

CHILLICOTHE, 8,694 pop.; Livingston Co.; TV alloc.: Chan. 14.

KCHI, 250w-D, 1010kc, Conwell

D	6.00	7.50	12.00	21.30	36.30	60.75

CLINTON, 6,075 pop.; Henry Co.; TV alloc.: Chan. 49.

KDKD, 1kw-D, 1280kc, Devney

D	6.00	6.00	9.00	18.00	32.00	50.00
N	6.00	6.00	9.00	18.00	32.00	50.00

COLUMBIA, 31,974 pop.; 7,973 homes; 94.5% radio; 7,534 radio homes; Boone Co.; TV alloc.: Chans. 8, 16, 22.

KFRU, 250w, 1400kc, ABC, BMB

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CONCORDIA, 1,218 pop.; Lafayette Co.

FARMINGTON, 4,490 pop.; St. Francois Co.; TV alloc.: Chan. 52.

KREI, 1kw-D, 1350kc

D	3.75	4.50	7.50	18.75	37.50	60.00

FESTUS, 5,199 pop.; Jefferson Co.; TV alloc.: Chan. 14.

KJCF, 250w-D, 1010kc

D	3.00	5.00	10.00	20.00	35.00	60.00

FLAT RIVER, 5,308 pop.; St. Francois Co.

KFMO, 250w, 1240kc, MBS, Pearson, BMB

D		6.00	12.00	24.00	36.00	60.00
N		6.00	12.00	24.00	36.00	60.00

FULTON, 10,052 pop.; 2,162 homes; 91.4% radio; 1,976 radio homes; Callaway Co.; TV alloc.: Chan. 24.

KFAL, 250w, 900kc, Standard Audit & Measurement Service

D	4.00	5.00	10.00	20.00	30.00	50.00
N	5.00	7.00	15.00	30.00	45.00	75.00

HANNIBAL, 20,444 pop.; 6,804 homes; 94.4% radio; 6,423 radio homes; Marion, Ralls Co.; TV alloc.: Chans. 7, 27.

KHMO, 5kw-D, 1kw-N, 1070kc, NBS, Pearson, Conlan

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

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INDEPENDENCE, 36,963 pop.; 11,944 homes; 96.9% radio; 11,574 radio homes; Jackson Co.

KIMO, 1kw-D, 1510kc

	SB	1M	5M	15M	30M	1 Hr
D		12.00	20.00	35.00	55.00	90.00
N		15.00	25.00	50.00	75.00	125.00

JEFFERSON CITY, 25,099 pop.; 6,705 homes; 96.9% radio; 6,497 radio homes; Cole Co.; TV alloc.: Chans. 13, 33.

KWOS, 250w, 1240 kc, MBS, Sears & Ayer, Conlan

D	4.00	5.50	10.00	20.00	30.00	50.00
N	5.00	7.00	15.00	25.00	45.00	75.00

KWOS-FM, Chan. 253, 98.5mc, 9.2kw, Sears & Ayer, Bonus

JOPLIN, 38,711 pop.; 13,315 homes; 93.2% radio; 12,410 radio homes; Jasper, Newton Cos.; TV alloc.: Chans. 12, 30.

KFSB, 5kw-D, 1kw-N, 1310kc, Conlan

D	10.00	10.00	14.00	30.00	50.00	90.00
N	15.00	15.00	25.00	40.00	65.00	110.00

2 AM affiliates, average 1-time rates

D	7.25	8.00	13.50	20.00	35.00	55.00
N	8.50	10.00	16.50	27.50	45.00	75.00

KSWM, 250w, 1230 kc, CBS, Rambeau, Conlan

D	8.50	8.50	15.00	20.00	35.00	50.00
N	10.00	10.00	18.00	30.00	45.00	75.00

WMBH, 250w, 1450kc, MBS, Sears & Ayer, Conlan

D	6.00	7.50	12.00	20.00	35.00	60.00
N	7.00	10.00	15.00	25.00	45.00	75.00

WMBH-FM, Chan. 241, 96.1mc, 70kw, Sears & Ayer, Bonus

* * *

KANSAS CITY, 456,622 pop.; 148,471 homes; 96.9% radio; 143,868 radio homes; Clay, Jackson Cos.; TV alloc.: Chans. 4(WDAF-TV), 5, 9, *19, 25, 65.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	27.00	50.25	53.47	76.05	135.33	240.33
N	48.45	85.00	92.87	129.40	230.67	414.00

KCKN, 250w, 1340kc

D	13.00	18.00	21.00	32.00	48.00	80.00
N	13.00	18.00	21.00	32.00	48.00	80.00

KCMO, 50kw-D, 10kw-N, 810kc, ABC, Katz, Conlan, Hooper

D	39.00	60.00	64.80	108.00	180.00	300.00
N	52.00	80.00	86.40	144.00	240.00	400.00

* * *

KCMO-FM, Chan. 235, 94.9mc, 54kw, Transit Radio
(See Transit Radio for rates)

KFRM (Concordia), 5kw-D, 550kc, Free & Peters, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.90	13.50		21.00		

(For combination rates see listing under KMBC, Kansas City, Mo.)

KMBC, 5kw, 980kc, CBS, Free & Peters, Hooper, Conlan

D	23.00	45.00		70.00		
N	50.00	75.00		120.00		

All rates include KFRM when available.

(Continued on page 108)

* * *

MARKET INDICATORS FOR MISSOURI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,954,653	'50	3,784,664	'40
Urban Population	2,432,715	'50	(1) 1,960,696	'40
Rural Population	1,521,938	'50	(1) 1,823,968	'40
Total Homes	1,198,883	'50	1,068,642	'40
Percentage Radio	94.4%	'50	79.9%	'40
Radio Homes	1,124,347	'50	832,590	'40
Retail Sales	$3,993,395,000	'51	$3,538,622,000	'48
Automobiles	1,320,113	'51	1,261,420	'50
Telephones	1,198,300	'52	794,700	'45
New Construction	$ 634,200,000	'51	$ 200,800,000	'40
Farm Income	$ 719,927,797	'49	$ 506,490,936	'44
Internal Revenue Collections	$1,383,976,313	'51	$1,102,085,135	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

29.5% MORE

SPOT ADVERTISERS BOUGHT TIME ON KSD DURING THE FIRST 6 MONTHS OF 1952 THAN DURING THE SAME 6-MONTH PERIOD IN 1950.

(Moreover. 7.8% more spot advertisers bought time on KSD during the first 6 months of 1952 than during the same 6-month period in 1951.)

•

KSD Announcement and Program Periods Are Valuable Advertising Properties!

For rates and availabilities. call or write

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: **FREE & PETERS, INC.**

MISSOURI

SPOT RATE FINDER

(Continued from page 106)

KANSAS CITY (Continued)

WDAF, 5kw, 610kc, NBC, Christal

	SB	1M	5M	15M	30M	1 Hr
D	30.00	66.00	58.40	73.00	133.00	266.00
N	60.00	132.00	117.60	147.00	266.00	532.00

WDAF-TV, Chan. 4, 11kw-aur.; 22kw-vis.; Harrington, Righter & Parsons

D	72.00	72.00	90.00	144.00	216.00	360.00
N	120.00	120.00	150.00	240.00	360.00	600.00

WHB, 10kw-D, 5kw-N, 710kc, MBS, Blair

D	16.00	30.00	37.20	53.20	93.00	155.00
N	31.80	53.00	74.60	106.60	186.00	310.00

KENNETT, 8,685 pop.; Dunklin Co.; TV alloc.: Chan. 21.

KBOA, 1kw-D, 830kc

D	6.00	15.00	25.00	45.00	75.00

KBOA-FM, Chan. 255, 98.9mc, 6.9kw, Bonus

KIRKSVILLE, 11,110 pop.; 3,597 homes; 94.8% radio; 3,410 radio homes; Adair Co.; TV alloc.: Chans. 3, 18.

KIRX, 250w, 1450kc

D	6.00	7.50	15.00	25.00	50.00
N	6.00	7.50	15.00	25.00	50.00

LEBANON, 6,808 pop.; Laclede Co.; TV alloc.: Chan. 23.

KLWT, 250w, 1230kc, MBS

D	5.65	9.40	18.75	31.25	43.75
N	5.65	9.40	18.75	31.25	43.75

MARSHALL, 8,850 pop.; Saline Co.; TV alloc.: Chan. 40.

KMMO, 1kw-D, 1300kc

D	7.00	12.00	18.00	24.00	36.00	60.00

MARYVILLE, 6,834 pop.; Nodaway Co.; TV alloc.: Chan. 26.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MEXICO, 11,623 pop.; 3,755 homes; 94.7% radio; 3,556 radio homes; Audrain Co.; TV alloc.: Chan. 45.

KXEO, 250w, 1340kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	9.00	15.00	25.00	45.00
N	6.00	6.00	9.00	15.00	25.00	45.00

MOBERLY, 13,115 pop.; 4,549 homes; 95.1% radio; 4,326 radio homes; Randolph Co.; TV alloc.: Chan. 35.

KNCM, 250w, 1230kc, Conwell

D	5.60	5.60	8.40	16.80	30.25	54.50
N	5.60	5.60	8.40	16.80	30.25	54.50

MONETT, 4,771 pop.; Lawrence, Barry Cos.; TV alloc.: Chan. 14.

KRMO, 250w, 990kc, KBS, Continental

D	4.00	5.00	7.00	10.00	20.00	40.00
N	4.00	5.00	7.00	10.00	20.00	40.00

NEVADA, 8,009 pop.; Vernon Co.; TV alloc.: Chan. 18.

KNEM, 250w, 1240kc, KBS, Conwell

D	4.00	5.40	9.75	17.25	29.20	48.75
N	4.00	5.40	9.75	17.25	29.20	48.75

POPLAR BLUFF, 15,064 pop.; 4,584 homes; 93.3% radio; 4,277 radio homes; Butler Co.; TV alloc.: Chan. 15.

KWOC, 250w, 1340kc, Pearson

D		4.50	12.00	20.00	30.00	50.00
N		4.50	12.00	20.00	30.00	50.00

KWOC-FM, Chan. 233, 94.5mc, 16kw, Pearson, Bonus

ROLLA, 9,354 pop.; Phelps Co.; TV alloc.: Chan. 31.

KTTR, 250w, 1490kc

D	4.00	5.00	8.00	20.00	30.00	50.00
N	5.00	6.00	11.00	26.00	50.00	70.00

STE. GENEVIEVE, 3,992 pop.; Ste. Genevieve Co.

KSGM, 500w, 980kc

D	3.75	6.25	8.10	15.30	27.00	45.00
N	3.75	6.25	8.10	15.30	27.00	45.00

ST. JOSEPH, 78,588 pop.; 23,285 homes; 94.8% radio; 22,074 radio homes; Buchanan Co.; TV alloc.: Chans. 2, 30, *36.

KFEQ, 5kw, 680kc, MBS, Headley-Reed

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	28.00	56.00	84.00	140.00

KRES, 5kw, 1550kc, Forjoe, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	12.00	12.00	24.00	48.00	72.00	120.00
N	8.00	8.00	16.00	32.00	48.00	80.00

ST. LOUIS, 856,796 pop.; 258,444 homes; 97.0% radio; 250,691 radio homes; TV alloc.: Chans. 4, 5 (KSD-TV), *9, 11, 30, 36, 42.

4 AM affiliates, average 1-time rates

D	33.62	49.12	57.67	99.50	154.25	248.75
N	63.25	82.67	91.00	177.50	283.75	463.75

4 AM non-affiliates, average 1-time rates

D	9.00	13.40	21.38	41.50	65.75	119.00

KMOX, 50kw, 1120kc, CBS, CBS Radio Spot Sales, Pulse, CBS, Diary

D	54.00	73.00	69.00	138.00	207.00	345.00
N	90.00			230.00	345.00	575.00

KSD, 5kw, 550kc, NBC, Free & Peters

D	32.50	48.50		100.00	170.00	250.00
N	65.00	93.00		200.00	340.00	500.00

KSD-TV, Chan. 5, 10kw-aur.; 20kw-vis.; NBC, Free & Peters

D		60.00	80.00	120.00	180.00	300.00
N		100.00	133.00	200.00	300.00	500.00

KSTL, 1kw-D, 690kc, Forjoe, Hooper

D	12.00	15.60	18.00	36.00	60.00

KWK, 5kw, 1380kc, MBS, Katz, Pulse, Hooper

D	24.00	36.00	55.00	80.00	120.00	200.00
N	37.00	50.00	84.00	140.00	225.00	380.00

KXLW, 1kw-D, 1320kc, Bolling, Hooper

D	10.00	15.00	20.00	40.00	60.00

KXOK,, 5kw, 630kc, ABC, Blair

D	24.00	36.00	56.00	80.00	120.00	200.00
N	45.00	70.00	98.00	140.00	225.00	400.00

KXOK-FM, Chan. 229, 93.7mc, 70kw, Transit Radio
(See Transit Radio listing)

WEW, 1kw-D, 770kc, Sears & Ayer, Pulse

D	8.00	10.00	20.00	35.00	60.00	100.00

WIL, 5kw, 1430kc, Pearson, Pulse

D	14.00	21.00	27.50	55.00	83.00	138.00
N	21.00	30.00	40.00	80.00	100.00	180.00

SEDALIA, 20,354 pop.; 6,909 homes; 93.5% radio; 6,460 radio homes; Pettis Co.; TV alloc.: Chans. 6, 28.

KDRO, 250w, 1490kc, MBS, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.00	12.50	22.50	40.00
N	4.00	4.00	10.00	17.50	30.00	55.00

KDRO-FM, Chan. 259, 99.7mc, 1kw, Bonus

SIKESTON, 11,640 pop.; 3,514 homes; 90.0% radio; 3,163 radio homes; New Madrid, Scott Cos.; TV alloc.: Chan. 37.

KSIM, 250w, 1400kc

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SPRINGFIELD, 66,731 pop.; 22,033 homes; 94.8% radio; 20,887 radio homes; Greene Co.; TV alloc.: Chans. 3, 10, *26, 32.

4 AM affiliates, average 1-time rates

D	9.62	9.62	19.50	31.88	54.50	91.25
N	11.81	11.81	22.88	36.19	63.25	106.25

KGBX, 5kw, 1260kc, NBC, Hollingbery

D	10.00	10.00	15.00	28.00	45.00	80.00
N	16.00	16.00	25.00	40.00	70.00	120.00

KICK, 250w, 1340kc, MBS, McGillvra

D	5.00	5.00	8.00	15.00	25.00	45.00
N	5.25	5.25	13.00	23.00	39.00	65.00

KTTS, 250w, 1400kc, CBS, Sears & Ayer, BMB

D	5.00	5.00	10.00	17.50	30.00	50.00
N	6.00	6.00	15.00	26.25	45.00	75.00

KTTS-FM, Chan. 234, 94.7mc, 11.3kw, Sears & Ayer, Bonus except for athletic events

KWTO, 5kw-D, 1kw-N, ABC, Pearson, Conlan, BMB
(CP 5kw-N)

D	18.00	18.00	35.00	50.00	90.00	150.00
N	20.00	20.00	38.50	55.00	99.00	165.00

WARRENTON, 1,584 pop.; Warren Co.

KWRE, 500w-D, 730kc

D	2.00	5.00	8.00	15.00	24.00	45.00

WEST PLAINS, 4,918 pop.; Howell Co.; TV alloc.: Chan. 20.

KWPM, 250w, 1450kc, KBS

D	3.00		6.00	15.00	24.00	42.00
N	3.00		6.00	15.00	24.00	42.00

KWPM-FM, Chan. 247, 97.3mc, 1.6kw, Bonus

You too Can ★ in the St. Louis Market

2 MILLION STRONG

Hitch Your Ad $'s to These

☆ *D. J.'s* ☆

☆ **BETTYANN** — To The Ladies

☆ **ROY QUEEN** — Hillbilly

☆ **DWIGHT GORDON** — Western Songs

☆ **SPIDER BURKS** — Negro

☆ **JANET DAILEY** — For the Children

☆ **"THE G"** — Negro

St. Louis' Leading Independent

1320 ON EVERY DIAL

KXLW

1320 ON EVERY DIAL

Represented by The Bolling Company

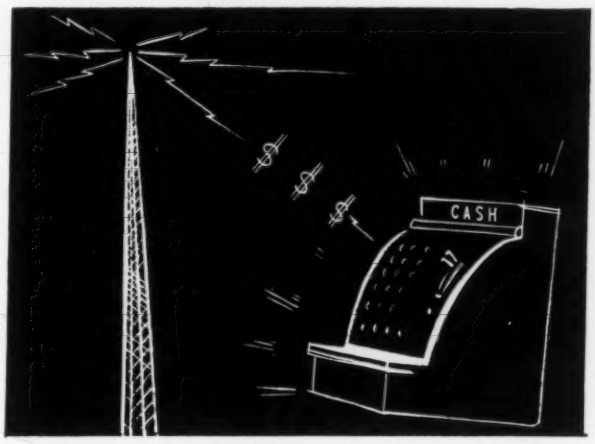
HOW DO *YOU* DECIDE WHO IS THE BEST FISHERMAN?

By the quality and extent of his fishing equipment?

By the estimated number of fish where he casts his line?

Or by his record for consistently catching the fish—big ones and little ones?

HOW DO *YOU* DEFINE THE MOST SUCCESSFUL RADIO BUY?



By the number of sets in the area?

By the popularity of the programs?

Or—by the number of dollars that go into the sponsor's cash register per radio dollar?

LOCAL MERCHANTS IN THE ST. LOUIS AREA HAVE LEARNED THAT

KSTL

Gives the greatest local coverage per dollar spent.

In test after test—produced listener response from *every* county within its primary and secondary coverage area.

AND **KSTL** Produces more cash sales per advertising dollar than any other local station.

THAT'S WHY

In spite of a rate raise the renewal rate on year to year contracts in 1951-1952 at KSTL was 87%.

The largest retail buyer of radio advertising in the St. Louis area uses KSTL exclusively.

KSTL earned an award and honorary mention in the 1951 BAB Radio Gets Results Contest.

KSTL PRODUCES RESULTS FOR THE LOCAL ADVERTISER
KSTL PRODUCES FOR THE NATIONAL ADVERTISER

The St. Louis AIMS Station — St. Louis' Outstanding Independent

AIMS — Association of Independent Metropolitan Stations

Wm. E. Ware, Pres.

MISSOURI MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Payroll
Adair	19,689	20,246	—2.8	11,110	8,579	6,233	5,840	93.7	4,731	20,637	$ 4,843,517	(1)	770	$ 351,000
Andrew	11,727	13,015	—10.0		11,727	3,750	3,581	95.5	3,020	5,870	8,630,077		.....	.....
Atchison	11,127	12,897	—13.7		11,127	3,445	3,307	96.0	2,910	11,367	10,397,450		*	*
Audrain	23,829	22,673	5.1	14,247	9,582	7,595	7,147	94.1	5,322	23,331	9,227,291		3,832	2,486,000
Barry	21,755	23,546	—7.6	4,031	17,724	6,517	6,028	92.5	4,150	17,535	6,260,853		492	227,000
Barton	12,678	14,148	—10.4	3,233	9,445	4,237	3,907	92.2	2,697	9,352	5,443,778		157	53,000
Bates	17,534	19,531	—10.2	3,333	14,201	5,881	5,416	92.1	3,839	13,034	9,410,196		93	39,000
Benton	9,080	11,142	—18.5		9,080	2,943	2,660	90.4	1,841	6,961	4,029,160		91	37,000
Bollinger	11,019	12,898	—14.6		11,019	2,986	2,553	85.5	1,536	3,465	2,669,033		247	91,000
Boone	48,432	34,991	38.4	31,974	16,458	13,105	11,703	89.3	8,121	46,248	6,612,213		1,076	655,000
Buchanan	96,826	94,067	2.9	81,270	15,556	28,684	27,221	94.9	22,659	95,824	7,665,098		9,954	6,535,000
Butler	37,707	34,276	10.0	15,064	22,643	10,466	9,011	86.1	4,537	26,742	4,643,570		993	375,000
Caldwell	9,929	11,629	—14.6		9,929	3,439	3,233	94.0	3,610	9,549	5,966,404		355	142,000
Calloway	23,316	23,094	1.0	10,052	13,264	6,113	5,587	91.4	3,804	13,621	7,046,641		1,170	626,000
Camden	7,861	8,971	—12.4		7,861	2,416	2,182	90.3	1,360	3,854	1,746,875		*	*
Cape Girardeau	38,397	37,775	1.6	25,285	13,112	11,177	10,495	93.9	7,582	40,856	6,717,932		3,513	1,765,000
Carroll	15,589	17,814	—12.5	4,380	11,209	5,035	4,738	94.1	4,044	12,630	10,277,929		231	79,000
Carter	4,777	6,226	—23.5		4,777	1,355	1,171	86.4	719	2,085	433,006		*	*
Cass	19,325	19,534	—1.1	2,530	16,795	6,344	5,894	92.9	4,212	17,173	10,016,617		356	164,000
Cedar	10,663	11,697	—8.8	2,618	8,045	3,577	3,219	90.0	1,907	6,948	3,714,491		*	*
Chariton	14,944	18,084	—17.4		14,944	4,816	4,522	93.9	3,722	11,436	9,556,733		235	91,000
Christian	12,412	13,538	—8.3		12,412	3,813	3,497	91.7	2,277	6,604	5,424,049		*	*
Clark	9,003	10,166	—11.4		9,003	2,901	2,683	92.5	2,062	7,835	5,628,593		*	*
Clay	45,221	30,417	48.7	28,982	16,239	14,030	13,399	95.5	7,547	43,135	11,300,276		6,915	5,004,000
Clinton	11,726	13,261	—11.6	3,446	8,280	3,960	3,711	93.7	3,008	15,166	13,280,857		141	42,000
Cole	35,464	34,912	1.6	25,099	10,365	9,358	8,899	95.1	6,740	36,677	3,978,265		2,263	1,143,000
Cooper	16,608	18,075	—8.1	6,686	9,922	5,032	4,614	91.7	3,291	14,084	8,553,406		822	395,000
Crawford	11,615	12,693	—8.5	381	11,234	3,523	3,083	87.5	1,806	6,511	2,452,152		237	87,000
Dade	9,324	11,248	—17.1		9,324	3,085	2,838	92.0	2,041	6,612	4,885,300		*	*
Dallas	10,392	11,528	—9.8		10,392	3,201	2,899	90.6	1,732	7,099	3,420,095		14	3,000
Daviess	11,180	13,398	—16.6		11,180	3,825	3,550	92.8	2,800	8,298	7,479,524		28	7,000
DeKalb	8,047	9,751	—17.5	124	7,923	2,758	2,604	94.4	2,162	5,545	7,144,208		18	4,000
Dent	10,936	11,763	—7.0	3,611	7,325	3,312	2,974	89.8	1,728	7,771	1,877,618		399	120,000
Douglas	12,638	15,600	—19.0		12,638	3,495	3,111	89.0	1,900	5,173	3,416,098		*	*
Dunklin	45,329	44,957	0.8	12,081	33,248	12,202	10,970	89.9	6,578	34,054	18,782,622		720	272,000
Franklin	36,046	33,868	6.4	12,405	23,641	10,765	9,979	92.7	6,390	29,069	7,984,878		4,225	1,979,000
Gasconade	12,342	12,414	—0.6	2,523	9,819	3,819	3,433	89.9	2,172	10,992	2,803,743		1,673	821,000
Gentry	11,036	13,359	—17.4		11,036	3,737	3,580	95.8	3,023	9,924	7,214,859		*	*
Greene	104,823	90,541	15.8	75,549	29,274	33,176	31,351	94.5	21,599	108,360	10,008,983		5,789	3,053,000
Grundy	13,220	15,716	—15.9	6,157	7,063	4,590	4,296	93.6	3,659	14,151	4,929,012		254	115,000
Harrison	14,107	16,525	—14.6	2,714	11,393	4,562	4,270	93.6	3,600	11,330	9,207,204		*	*
Henry	20,043	22,313	—10.2	6,075	13,968	6,640	6,122	92.2	4,630	18,567	7,256,216		956	477,000
Hickory	5,387	6,506	—17.2		5,387	1,773	1,615	91.1	1,129	2,626	2,381,457		*	*
Holt	9,833	12,476	—21.2		9,833	3,246	3,071	94.6	2,749	9,648	7,190,763		*	*
Howard	11,857	13,026	—9.0	3,144	8,713	3,641	3,357	92.2	2,639	8,422	6,145,106		127	34,000
Howell	22,725	22,270	2.0	4,918	17,807	6,734	5,859	87.0	3,323	13,761	3,458,113		751	241,000
Iron	9,458	10,440	—9.4		9,458	2,533	2,191	86.5	1,290	5,173	1,031,118		*	*
Jackson	541,035	477,828	13.2	504,113	36,922	174,553	169,316	97.0	128,680	870,240	11,115,968		53,568	38,617,000
Jasper	79,106	78,705	0.5	55,482	23,624	26,443	24,671	93.3	18,408	90,346	7,510,532		5,831	3,532,000
Jefferson	38,007	32,023	18.7	14,055	23,952	11,128	10,538	94.7	6,970	26,039	3,821,229		4,034	3,085,000
Johnson	20,716	21,617	—4.2	6,857	13,859	6,540	6,036	92.3	4,315	14,251	10,716,812		490	224,000
Knox	7,617	8,878	—14.2		7,617	2,560	2,394	93.5	1,926	4,184	5,053,411		*	*
Laclide	19,010	18,718	1.6	6,808	12,202	5,641	5,037	89.3	2,862	15,145	4,296,123		718	274,000
Lafayette	25,272	27,856	—9.3	8,502	16,770	8,015	7,446	92.9	5,865	25,474	13,625,147		1,281	534,000
Lawrence	23,420	24,637	—4.9	4,893	18,527	7,449	6,875	92.3	4,777	12,864	7,709,178		951	469,000
Lewis	10,733	11,490	—6.6		10,733	3,480	3,292	94.6	2,710	9,063	5,934,385		*	*
Lincoln	13,478	14,395	—6.4		13,478	4,470	4,162	93.1	2,956	12,761	7,131,109		520	198,000
Linn	18,865	21,416	—11.9	8,982	9,883	6,396	5,987	93.6	5,014	17,521	7,259,505		717	289,000
Livingston	16,532	18,000	—8.2	8,694	7,838	5,253	4,948	94.2	3,972	18,207	6,669,128		571	258,000
McDonald	14,144	15,749	—10.2		14,444	4,214	3,801	90.2	2,240	11,163	4,105,267		52	15,000
Macon	18,332	21,396	—14.3	4,152	14,180	6,141	5,705	92.9	4,642	13,745	7,335,098		178	61,000
Madison	10,380	9,656	7.5	3,696	6,684	3,032	2,644	87.2	1,464	7,425	1,205,760		*	*
Maries	7,423	8,638	—14.1		7,423	2,115	1,791	84.7	1,058	2,626	2,213,753		298	139,000
Marion	29,765	31,576	—5.7	20,386	9,379	9,722	9,197	94.6	7,683	32,470	6,536,994		2,815	1,548,000
Mercer	7,235	8,766	—17.5		7,235	2,416	2,271	94.0	1,882	5,150	4,846,388		*	*
Miller	13,734	14,798	—7.2	2,766	10,968	4,059	3,661	90.2	2,338	9,616	4,176,949		603	236,000
Mississippi	22,551	23,149	—2.9	8,534	14,017	5,776	4,915	85.1	2,891	15,955	11,514,544		627	236,000
Moniteau	10,840	11,775	—7.9	2,627	8,213	3,470	3,189	91.9	2,241	8,202	4,740,887		406	150,000
Monroe	11,314	13,195	—14.3		11,314	3,778	3,536	93.6	2,866	10,647	7,425,134		227	80,000
Montgomery	11,555	12,442	—7.1		11,555	3,822	3,554	93.0	2,597	8,728	4,936,490		274	126,000
Morgan	10,207	11,140	—8.4		10,207	3,166	2,872	90.7	1,703	7,008	3,187,974		148	75,000
New Madrid	39,444	39,787	—0.9	5,399	34,045	9,581	8,585	89.6	4,907	21,751	21,159,168		434	245,000
Newton	28,240	29,039	—2.8	7,126	21,114	8,594	7,906	92.0	5,250	17,117	5,858,839		742	367,000
Nodaway	24,033	25,556	—6.0	6,834	17,199	7,315	6,920	94.6	5,709	20,965	16,102,359		194	108,000
Oregon	11,978	13,390	—10.5		11,978	3,429	2,970	86.6	1,750	5,345	3,046,716		*	*
Osage	11,301	12,375	—8.7		11,301	3,038	2,625	86.4	1,523	6,276	4,279,219		210	44,000
Ozark	8,856	10,766	—17.7		8,856	2,399	1,991	83.0	1,143	2,602	1,883,641		*	*
Pemiscot	45,624	46,857	—2.6	11,916	33,708	11,829	10,102	85.4	6,167	26,036	19,682,791		911	426,000
Perry	14,890	15,358	—3.0	4,591	10,299	3,987	3,536	88.7	2,472	11,375	5,724,148		1,280	625,000
Pettis	31,577	33,356	—5.3	20,354	11,223	10,076	9,660	93.1	7,584	33,988	9,699,142		1,467	726,000
Phelps	21,504	17,437	23.2	9,354	12,150	6,090	5,329	87.5	2,827	18,207	2,257,568		781	321,000
Pike	16,844	18,327	—8.1	4,589	12,455	5,586	5,195	93.0	4,088	15,516	8,698,949		707	403,000
Platte	14,973	13,862	8.0		14,973	4,577	4,312	94.2	2,976	8,551	8,417,514		46	21,000
Polk	16,062	17,400	—7.7	3,482	12,580	5,122	4,671	91.2	3,007	13,416	7,247,869		*	*
Pulaski	10,392	10,775	3.6		10,392	3,219	2,974	92.4	1,852	7,920	1,942,933		457	147,000
Putnam	9,166	11,327	—19.1		9,166	3,028	2,811	92.9	2,167	4,873	4,720,988		.....	.....
Ralls	8,686	10,040	—13.5	58	8,628	2,779	2,607	93.8	2,071	4,315	5,445,267		478	301,000
Randolph	22,918	24,458	—6.3	13,115	9,803	7,841	7,347	93.7	5,891	20,915	4,953,964		1,389	710,000
Ray	15,932	18,584	—14.3	4,335	11,597	5,356	5,008	93.5	4,079	11,752	8,535,679		81	36,000
Reynolds	6,918	9,370	—26.2		6,918	1,859	1,567	84.3	924	2,633	969,456		*	*
Ripley	11,414	12,606	—9.5		11,414	3,253	2,804	86.2	1,550	4,946	1,649,973		84	21,000
St. Charles	29,834	25,562	16.7	14,314	15,520	8,505	8,054	94.7	5,207	23,631	8,189,241		2,263	1,396,000
St. Clair	10,482	13,146	—20.3		10,482	3,514	3,184	90.6	2,136	5,903	4,140,535		*	*
St. Francois	35,276	35,950	—1.9	13,331	21,945	9,854	9,292	94.3	6,759	25,525	2,078,347		62	23,000
St. Louis	406,349	274,230	48.2	347,572	58,777	114,362	111,389	97.4	68,339	1,396,500	8,311,935		12,337	8,614,000
Ste. Genevieve	11,237	10,905	3.0	3,992	7,245	2,970	2,729	91.9	1,739	7,771	3,113,168		1,316	822,000
Saline	26,694	29,416	—9.3	11,686	15,008	8,115	7,547	93.0	6,018	24,305	14,633,857		1,887	972,000
Schuyler	5,760	6,627	—13.1		5,760	1,940	1,839	94.8	1,593	4,946	3,039,779		.....	.....
Scotland	7,332	8,557			7,332	2,516	2,393	94.7	1,924	6,303	5,548,133		*	*
Scott	32,842	30,377	8.1	14,763	18,079	9,195	8,478	92.2	5,428	27,994	9,316,640		1,897	891,000
Shannon	8,377	11,831	—29.2		8,377	2,341	2,004	85.6	1,364	2,601	1,255,073		*	*
Shelby	9,730	11,224	—13.3		9,730	3,451	3,254	94.3	2,559	8,056	6,321,350		133	58,000
Stoddard	33,463	33,009	1.4	4,624	28,839	8,998	8,134	90.4	4,546	18,191	14,657,528		1,402	596,000
Stone	9,748	11,298	—13.7		9,748	2,852	2,470	86.6	1,466	2,890	3,054,940		*	*
Sullivan	11,299	13,701	—17.5		11,299	3,694	3,432	92.9	2,644	7,244	6,069,637		88	26,000
Taney	9,863	10,323	—4.5		9,863	2,957	2,561	86.6	1,401	5,687	1,782,714		*	*
Texas	18,992	19,813	—4.1		18,992	5,567	4,966	89.2	2,662	9,216	4,490,579		*	*
Vernon	22,685	25,596	—11.3		14,676	6,758	6,197	91.7	4,778	19,092	6,998,103		127	53,000
Warren	7,666	7,734	—0.9		7,666	2,378	2,181	91.7	1,364	6,540	2,967,714		471	252,000
Washington	14,689	17,492	—16.0		14,689	3,902	3,301	84.6	1,864	6,500	1,840,529		478	179,000
Wayne	10,514	12,794	—17.8		10,514	2,894	2,492	86.1	1,505	4,464	1,218,967		*	*
Webster	15,072	17,226	—12.5		15,072	4,522	4,165	92.1	2,857	10,602	5,176,541		2,263	1,396,000
Worth	5,120	6,345	—19.3		5,120	1,667	1,579	94.7	1,354	4,234	3,791,761		.....	.....
Wright	15,834	17,967	—11.9	3,106	12,728	4,771	4,289	89.9	2,497	12,757	3,988,809		*	*

(1) Missouri automobile registrations are not compiled on a county basis. Total 1951 passenger registrations for the state: 1,320,113.

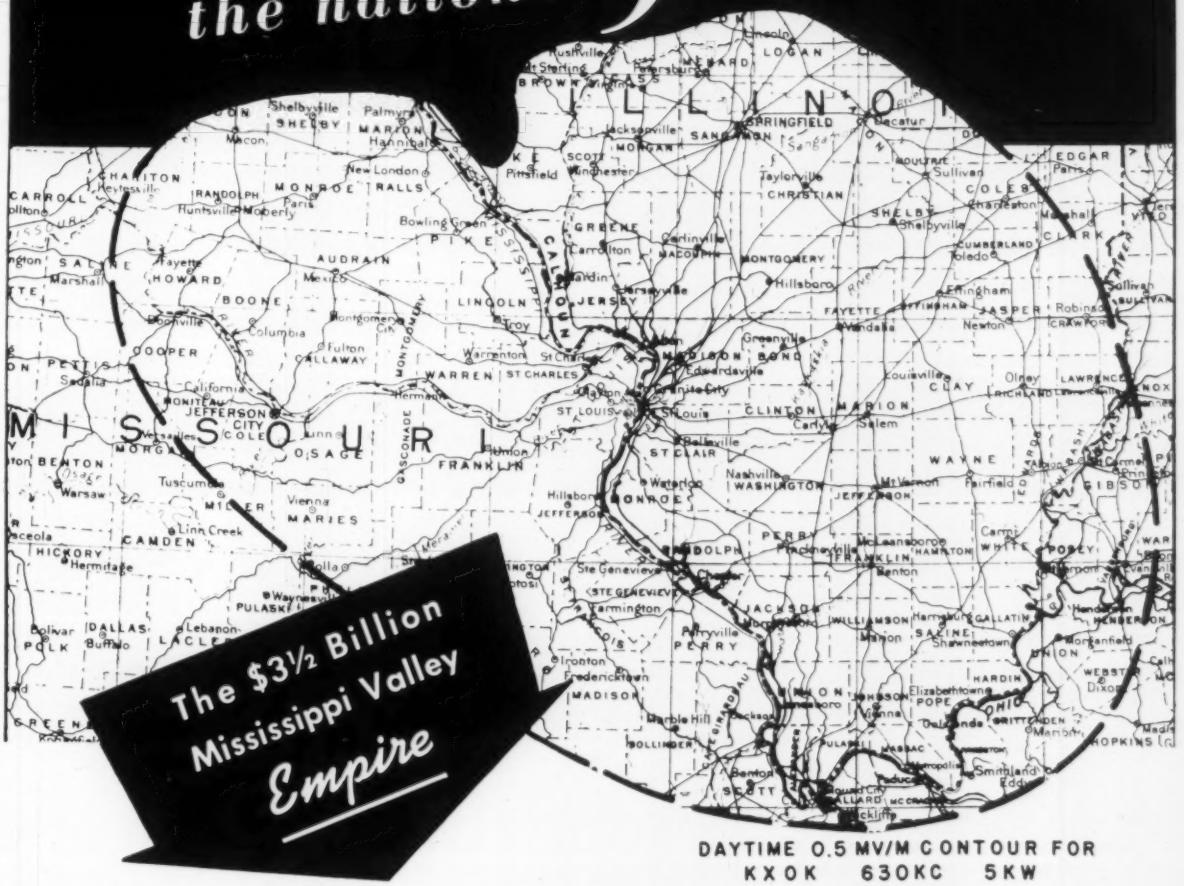
* Figures for this county not available except in combination with other counties.

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

KXOK

Thoroughly COVERS and SELLS

the nation's 9th market



DAYTIME 0.5 MV/M CONTOUR FOR
KXOK 630KC 5KW

MARKET STATISTICS

Total Population	3,713,314
Total Families	1,179,226
Total Radio Homes	1,121,059
Total Retail Sales	$3,353,562,000
Total Food Sales	775,011,000
Total Drug Sales	103,277,000
Total Farm Population	644,823
Total Farm Homes	183,813
Total Farm Radio Homes	170,350

(Source: 1951-52 Consumer Markets)

KXOK delivers intense coverage of the rich Mississippi Valley Empire—a richly diversified industrial and agricultural area in Missouri and Southern Illinois where these millions live, earn and spend.

Families throughout the area go for KXOK programming, because KXOK programs are based on excellent ABC network features plus leading local personalities.

KXOK top programs and dominant coverage of the nation's 9th market assure the advertiser full audience penetration of the important St. Louis market.

PLUS a big KXOK "Plus"—merchandising and promotional aids that help sell your program and product, and insure result-getting impact for your messages on KXOK.

CHECK TODAY with your closest John Blair man or with KXOK for more details. Write, wire, phone for availabilities that can sell for you.

KXOK

ST. LOUIS' ABC STATION

12th and Delmar • CHestnut 6000

MONTANA

SPOT RATE FINDER

ANACONDA, 11,254 pop.; 3,441 homes; 98.0% radio; 3,372 radio homes; Deer Lodge Co.; TV alloc.: Chan. 2.
KANA, 250w, 1230kc, Grant Donahue

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	6.00	12.00	18.00	30.00
N	6.00	8.00	8.00	16.00	24.00	40.00

BILLINGS, 31,834 pop.; 10,248 homes; 97.5% radio; 9,992 radio homes; Yellowstone Co.; TV alloc.: Chans. 2, 8, *11.

3 AM affiliates, average 1-time rates

D	8.44	7.45	10.50	20.33	33.17	59.17
N	9.84	9.84	14.33	28.33	46.67	83.33

KBMY, 250w, 1240kc, MBS, Avery-Knodel

D	4.23	4.23	6.50	13.00	19.50	32.50
N	6.50	6.50	10.00	20.00	30.00	50.00

KGHL, 5kw, 790kc, NBC, Katz, BMB, Conlan

D	13.00	10.00	15.00	30.00	45.00	75.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KOOK, 5kw, 970kc, CBS, Hollingbery

D	8.10	8.10	10.00	18.00	35.00	70.00
N	10.00	10.00	13.00	25.00	50.00	100.00

BOZEMAN, 11,325 pop.; 3,412 homes; 96.4% radio; 3,289 radio homes; Gallatin Co.; TV alloc.: Chans. *9, 22.
KBMN, 250w, 1230kc

D	3.50	5.00	8.00	14.00	28.00
N	3.50	5.00	8.00	14.00	28.00

KXLQ, 250w, 1450kc, NBC, Walker (See Z-Bar Network for rates)

BUTTE, 33,251 pop.; 11,097 homes; 97.4% radio; 10,750 radio homes; Silver Bow Co.; TV alloc.: Chans. 4, 6, *7, 15.

3 AM affiliates, average 1-time rates

D	10.73	10.73	17.02	27.37	47.72	88.42
N	12.02	12.02	19.00	31.33	53.67	98.33

KBOW, 250w, 1490kc, CBS, Cooke

D	8.00	8.00	10.00	20.00	30.00	50.00
N	8.00	8.00	10.00	20.00	30.00	50.00

KOPR, 1kw, 550kc, ABC, MBS, Avery-Knodel, Crossley

D	7.18	7.18	11.05	22.10	33.15	55.25
N	11.05	11.05	17.00	34.00	51.00	85.00

KXLF, 5kw, 1370kc, NBC, Walker

D	17.00	17.00	30.00	40.00	80.00	160.00
N	17.00	17.00	30.00	40.00	80.00	160.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

CUT BANK, 3,721 pop.; Glacier Co. TV alloc.: Chan. 20.

DEER LODGE, 3,779 pop.; Powell Co.; TV alloc.: Chan. 25.

DILLON, 3,268 pop.; Beaverhead Co.; TV alloc.: Chan. 20.

GLASGOW, 3,821 pop.; Valley Co.; TV alloc.: Chan. 16.

GLENDIVE, 5,254 pop.; Dawson Co.; TV alloc.: Chan. 18.
KXGN, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D		6.00	9.90	17.60	26.40	
N		6.00	9.90	17.60	26.40	

GREAT FALLS, 39,214 pop.; 12,202 homes; 97.8% radio; 11,934 radio homes; Cascade Co.; TV alloc.: Chans. 3, 5, *23.

2 AM affiliates, average 1-time rates

D	9.23	9.73	14.00	28.00	42.00	67.50
N	11.50	13.00	20.00	40.00	60.00	100.00

KFBB, 5kw, 1310kc, CBS, Weed

D	10.00	10.00	15.00	30.00	45.00	70.00
N	10.00	13.00	20.00	40.00	60.00	100.00

KMON, 5kw, 560kc, ABC, MBS, Avery-Knodel

D	8.45	8.45	13.00	26.00	39.00	65.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KXLK, 250w, 1400kc, NBC (See Z-Bar-Net or KXLF Butte)

HAMILTON, 2,678 pop.; Ravalli Co.; TV alloc.: Chan. 17.

HARDIN, 2,306 pop.; Big Horn Co.; TV alloc.: Chan. 4.

HAVRE, 8,086 pop.; Hill Co.; TV alloc.: Chans. 9, 11.
KOJM, 1kw, 610kc, MBS, Cooke, Avery-Knodel

D	8.00	12.00	20.00	30.00	55.00	
N	8.00	12.00	20.00	30.00	55.00	

HELENA, 17,581 pop.; 5,713 homes; 96.9% radio; 5,536 radio homes; Lewis and Clark Co.; TV alloc.: Chans. 10, 12.
KCAP, 250w, 1340kc, MBS

D	5.20	5.20	8.00	16.00	24.00	40.00
N	8.00	8.00	14.00	28.00	42.00	70.00

KXLJ, 250w, 1240kc, NBC, Walker (See Z-Bar-Net)

* * *

MARKET INDICATORS FOR MONTANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	591,024	'50	559,456	'40
Urban Population	258,034	'50	(1) 211,535	'40
Rural Population	332,990	'50	(1) 347,921	'40
Total Homes	175,619	'50	159,963	'40
Percentage Radio	97.2%	'50	86.2%	'40
Radio Homes	176,059	'50	134,503	'40
Retail Sales	$ 632,385,000	'51	$ 600,187,000	'48
Automobiles	277,031	'51	264,892	'50
Telephones	155,800	'52	84,600	'45
New Construction	$ 76,700,000	'47	$ 51,400,000	'40
Median Family Income	$ 2,718	'49		
Farm Income	$ 279,058,735	'49	$ 222,710,169	'44
Employed	218,460	'50	184,664	'40
Internal Revenue Collections	$ 91,562,494	'51	$ 74,864,365	'50

(1) **Old urban definition of Census Bureau.**

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

KALISPELL, 9,737 pop.; Flathead Co.; TV alloc.: Chan. 8.
KGEZ CP-1kw, 600kc, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	5.00	9.00	15.00	
N	3.00	3.00	6.00	12.00	20.00	

LAUREL, 3,663 pop.; Yellowstone Co.; TV alloc.: Chan. 14.

LEWISTOWN, 6,573 pop.; Fergus Co.; TV alloc.: Chan. 13.
KXLO, 250w, 1230kc, MBS

D	3.25	4.50	7.50	12.00	18.00	30.00
N	3.25	4.50	7.50	12.00	18.00	30.00

LIBBY, 2,401 pop.; Lincoln Co.
KLCB, 250w, 1230kc

D	3.00	3.50	5.50	9.50	15.00	25.00
N	3.50	4.00	6.50	12.50	20.00	30.00

LIVINGSTON, 7,683 pop.; Park Co.; TV alloc.: Chan. 16.
KPRK, 250w, 1340kc, Avery-Knodel

D	4.50	7.50	12.00	18.00	30.00
N	4.50	7.50	12.00	18.00	30.00

MILES CITY, 9,243 pop.; Custer Co.; TV alloc.: Chans. 3, *6, 10.
KRJF, 250w, 1340kc, MBS, Avery-Knodel, BMB, Hooper

D		7.50	12.00	18.00	30.00
N		7.50	12.00	18.00	30.00

MISSOULA, 22,485 pop.; 6,665 homes; 97.1% radio; 6,472 radio homes; Missoula Co.; TV alloc.: Chans. *11, 13, 21.
KGVO, 5kw, 1290kc, CBS, Gill, Keefe & Perna, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	7.88	10.50	10.50	21.00	31.50	52.50
N	10.50	14.00	14.00	28.00	42.00	70.00

KXIL, 250w, 1450kc, NBC, Walker (See Z-Bar-Net)

POLSON, 2,280 pop.; Lake Co.; TV alloc.: Chan. 18.

RED LODGE, 2,730 pop.; Carbon Co.; TV alloc.: Chan. 18.

SHELBY, 3,058 pop.; Toole Co.; TV alloc.: Chan. 14.
KIYI, 250w, 1230kc, MBS, Cooke

D	2.75	3.25	4.90	8.75	17.50	35.00
N	2.75	3.25	4.90	8.75	17.50	35.00

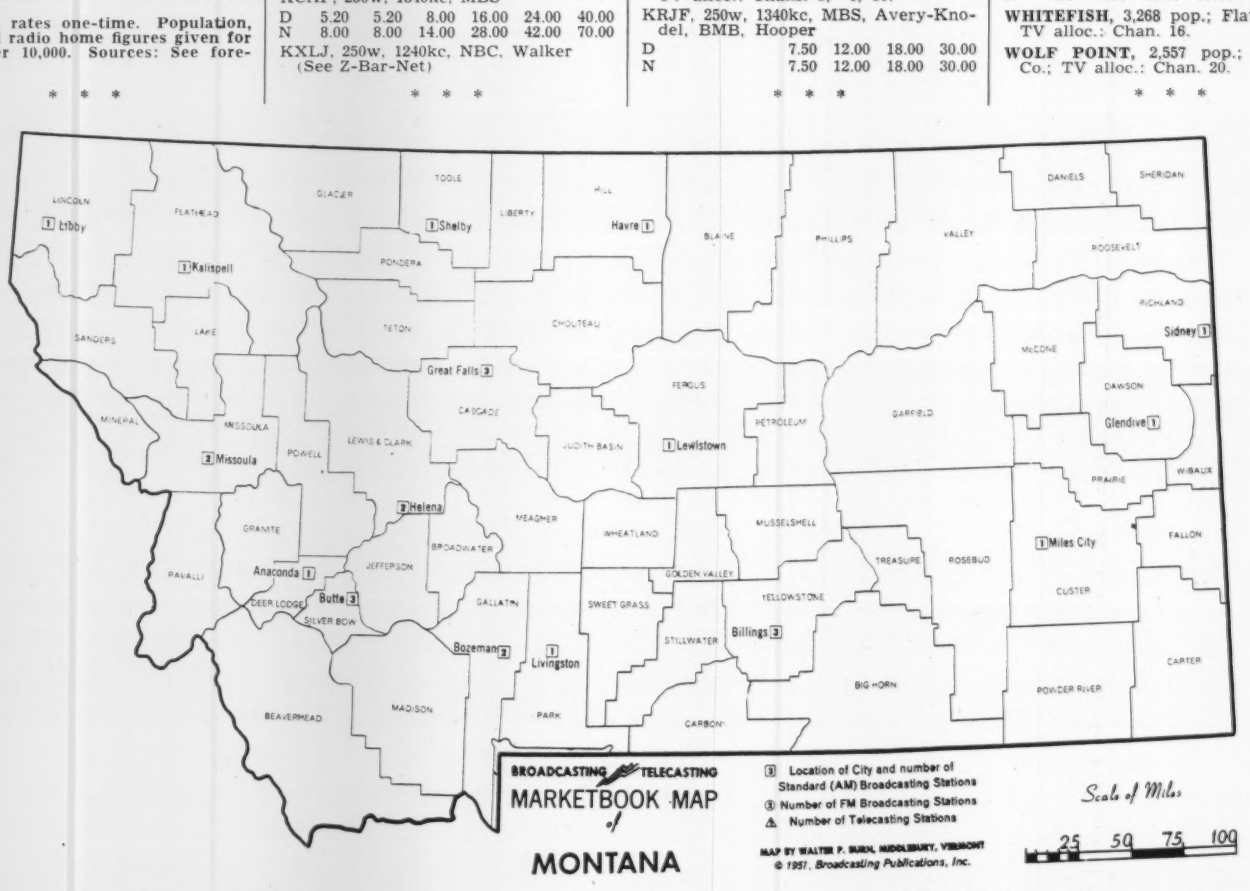
SIDNEY, 3,987 pop.; Richland Co.; TV alloc.: Chan. 14.
KGCX, 5kw, 1480kc, MBS, Lawson, BMB

D	6.00	6.00	12.00	20.00	35.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WHITEFISH, 3,268 pop.; Flathead Co.; TV alloc.: Chan. 16.

WOLF POINT, 2,557 pop.; Roosevelt Co.; TV alloc.: Chan. 20.

* * *



MONTANA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Beaverhead	6,671	6,943	—3.9	3,268	3,403	2,162	2,047	94.7	1,710	9,563	$ 8,217,228	2,196	$2,852	2,802
Big Horn	9,824	10,419	—5.7		9,824	2,503	2,413	96.4	1,940	8,123	9,759,636	2,443	2,459	3,122
Blaine	8,516	9,566	—11.0		8,516	2,304	2,226	96.6	1,868	7,238	7,717,404	2,029	2,633	2,897
Broadwater	2,922	3,451	—15.3		2,922	868	830	95.6	712	2,780	3,485,540	937	2,917	1,172
Carbon	10,241	11,865	—13.7	2,730	7,511	3,122	3,022	96.8	2,643	7,212	6,408,814	2,786	2,371	3,482
Carter	2,798	3,280	—14.7		2,798	810	782	96.6	703	1,532	4,210,252	689	2,315	1,064
Cascade	53,027	41,999	26.3	39,214	13,813	15,730	15,352	97.6	11,051	67,600	11,068,353	17,017	3,714	19,742
Chouteau	6,974	7,316	—4.7		6,974	2,113	2,075	98.2	1,809	7,404	13,974,886	2,533	3,779	2,751
Custer	12,661	10,422	21.5	9,243	3,418	3,754	3,623	96.5	2,584	18,363	5,205,704	3,986	3,301	5,008
Daniels	3,946	4,563	—13.5		3,946	1,132	1,114	98.4	1,040	4,519	2,945,590	1,365	2,400	1,401
Dawson	9,092	8,618	5.5	5,254	3,838	2,693	2,636	97.9	1,996	11,433	4,555,816	3,076	3,355	2,412
Deer Lodge	16,553	13,627	21.5	11,254	5,299	4,197	4,105	97.8	3,643	12,036	982,758	4,652	3,470	6,863
Fallon	3,660	3,719	—1.6		3,660	1,004	970	96.6	813	4,354	3,014,586	1,142	2,917	1,253
Fergus	14,015	14,040	—0.2	6,573	7,442	4,210	4,101	97.4	3,415	15,705	13,815,766	4,555	3,256	5,578
Flathead	31,495	24,271	29.8	13,005	18,490	9,649	9,417	97.6	6,043	34,375	3,785,081	10,433	3,133	10,313
Gallatin	21,902	18,269	19.9	11,325	10,577	6,443	6,243	96.9	4,335	25,321	9,574,411	7,491	3,263	7,993
Garfield	2,172	2,641	—17.8		2,172	665	641	96.4	578	1,396	3,334,243	609		878
Glacier	9,645	9,034	6.8	3,721	5,924	2,584	2,463	95.3	1,780	10,667	3,520,132	2,620	3,313	3,088
Golden Valley	1,337	1,607	—16.8		1,337	419	419	100.0	394	524	1,908,981	440		533
Granite	2,773	3,401	—18.5		2,773	924	894	96.7	883	2,853	1,518,929	826	3,167	1,175
Hill	14,285	13,304	7.4	8,086	6,199	4,152	4,057	97.7	3,137	15,771	5,372,728	4,515	3,514	5,590
Jefferson	4,014	4,664	—13.9		4,014	1,102	1,071	97.2	977	2,612	1,901,432	1,006	2,395	1,324
Judith Basin	3,200	3,655	—12.4		3,200	942	917	97.3	891	2,754	6,647,748	1,306	3,300	1,176
Lake	13,835	13,490	2.6		13,835	3,991	3,883	97.3	2,948	9,969	5,734,051	3,508	2,126	4,504
Lewis & Clark	24,540	22,131	10.9	17,581	6,959	7,611	7,383	97.0	5,743	26,471	4,226,166	8,244	3,830	10,537
Liberty	2,180	2,209	—1.3		2,180	647	626	96.8	546	2,264	4,169,519	860	3,813	884
Lincoln	8,693	7,882	10.3		8,693	2,669	2,586	96.9	1,828	5,967	571,490	2,635	3,118	2,713
McCone	3,258	3,798	—14.2		3,258	947	915	96.6	836	1,964	4,463,391	1,128	3,139	1,303
Madison	5,998	7,294	—17.8		5,998	1,844	1,789	97.0	1,603	3,579	5,987,582	1,631	2,643	2,381
Meagher	2,079	2,237	—7.1		2,079	659	639	96.9	537	1,479	2,524,487	669		836
Mineral	2,081	2,135	—2.5	2,081		703	680	96.7	547	1,452	157,265	561	3,273	728
Missoula	35,493	29,038	22.2	22,485	13,008	10,400	10,119	97.3	7,313	39,541	2,396,157	11,396	3,284	12,601
Musselshell	5,408	5,717	—5.4	2,856	2,552	1,751	1,704	97.3	1,425	5,007	2,622,781	1,745	3,385	1,941
Park	11,999	11,566	3.7	7,683	4,316	3,766	3,638	96.6	2,923	14,558	4,694,076	4,312	3,273	4,673
Petroleum	1,026	1,083	—5.3		1,026	306	298	97.3	256	583	1,778,760	335		467
Phillips	6,334	7,892	—19.7		6,334	1,924	1,864	96.9	1,822	6,184	4,945,204	1,935	2,844	2,272
Pondera	6,392	6,716	—4.8		6,392	1,759	1,710	97.2	1,492	8,096	8,475,907	2,451	3,581	2,279
Powder River	2,693	3,159	—14.8		2,693	796	764	96.0	637	1,133	5,479,410	810	3,217	1,160
Powell	6,301	6,152	2.4	3,779	2,522	1,775	1,724	97.1	1,487	4,967	3,278,144	2,027	3,365	2,214
Prairie	2,377	2,410	—1.4		2,377	706	678	96.1	521	2,008	2,259,295	702	3,000	831
Ravalli	13,101	12,978	0.9	2,678	10,423	4,074	3,952	97.0	2,971	9,816	6,021,157	3,742	2,233	4,760
Richland	10,366	10,209	1.5	3,987	6,379	2,946	2,861	97.1	2,226	12,248	7,957,507	3,146	2,750	3,580
Roosevelt	9,580	9,806	—2.3	2,557	7,023	2,599	2,531	97.4	1,990	12,746	5,648,676	2,816	2,742	3,230
Rosebud	6,570	6,477	1.4		6,570	1,773	1,702	96.0	1,293	5,104	6,252,924	1,612	2,524	2,214
Sanders	6,983	6,926	0.8		6,983	2,216	2,127	96.0	1,555	3,971	1,886,989	2,009	2,525	2,565
Sheridan	6,674	7,814	—14.6		6,674	1,938	1,895	97.8	1,700	7,132	4,860,659	2,363	2,633	2,310
Silver Bow	48,422	53,207	—9.0	38,379	10,043	15,670	15,263	97.4	14,543	55,414	810,005	14,373	3,430	18,632
Stillwater	5,416	5,694	—4.9	5,416	5,416	1,611	1,571	97.5	1,340	4,431	4,942,548	1,729	2,519	2,006
Sweet Grass	3,621	3,719	—2.9		3,621	1,052	1,018	96.8	883	3,952	3,570,866	1,130	2,736	1,495
Teton	7,232	6,922	4.5		7,232	2,068	2,020	97.7	1,699	7,959	10,152,600	2,542	3,135	2,780
Toole	6,867	6,769	1.4	3,058	3,809	2,031	1,980	97.5	1663	8,208	5,952,672	2,480	3,917	2,884
Treasure	1,402	1,499	—6.5		1,402	393	372	94.7	300	1,256	2,025,899	393		517
Valley	11,353	15,181	—25.2	3,821	7,532	3,253	3,178	97.7	3,528	11,553	6,932,908	3,523	3,280	4,170
Wheatland	3,187	3,286	—3.0		3,187	964	943	97.8	780	3,585	2,940,998	1,216	3,045	1,263
Wibaux	1,907	2,161	—11.8		1,907	522	522	100.0	486	1,434	1,916,664	634		482
Yellowstone	55,875	41,182	35.7	35,497	20,378	16,761	16,359	97.6	10,134	74,219	10,507,430	19,645	3,581	21,402
Yellowstone Natl. Park	58	43			58									29

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

NEBRASKA

SPOT RATE FINDER

ALLIANCE, 7,891 pop.; Box Butte Co.; TV alloc.: Chans. 12, 21.
KCOW, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	20.00	30.00	50.00
N		4.00	8.00	15.00	25.00	45.00

BEATRICE, 11,813 pop.; 3,901 homes; 96.0% radio; 3,745 radio homes; Gage Co.; TV alloc.: Chan. 40.
KWBE, 250w, 1450kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.50	5.00	12.00	20.00	30.00	50.00
N	5.50	6.50	18.00	30.00	40.00	60.00

BROKEN BOW, 3,396 pop.; Custer Co.; TV alloc.: Chan. 14.
KCNI, 1kw-D, 1280kc

D	7.00	7.00	12.00	21.00	36.00	50.00
N	7.00	7.00	12.00	21.00	36.00	60.00

COLUMBUS, 8,884 pop.; Platte Co.; TV alloc.: Chan. 49.
KJSK, 1kw-D, 900kc

D	7.00	7.00	13.00	19.50	37.50	65.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

FAIRBURY, 6,395 pop.; Jefferson Co.; TV alloc.: Chan. 35.

FALLS CITY, 6,203 pop.; Richardson Co.; TV alloc.: Chan. 38.

FREMONT, 14,762 pop.; 4,729 homes; 96.8% radio; 4,578 radio homes; Dodge Co.; TV alloc.: Chan. 52.

KFGT, 100w, 1340kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	18.33	30.00	50.00
N	6.00	6.00	13.00	19.50	37.50	65.00

GRAND ISLAND, 22,682 pop.; 7,067 homes; 96.5% radio; 6,828 radio homes; Hall Co.; TV alloc.: Chans. 11, 21.

KMMJ, 1kw, 750kc, ABC, H-R Representatives

D	12.00	12.00	24.00	48.00	72.00	120.00
N	12.00	12.00	24.00	48.00	72.00	120.00

(Sold in combination with KXXX Colby, Kansas)

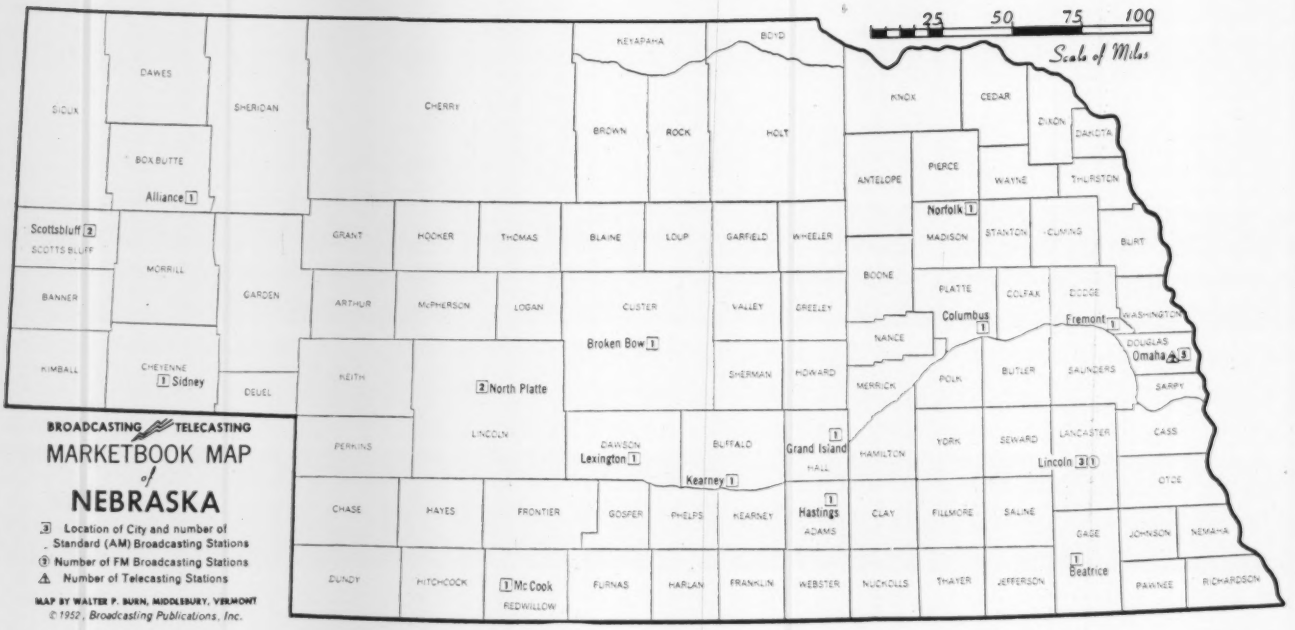
(Continued on page 115)

MARKET INDICATORS FOR NEBRASKA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,325,510	'50	1,315,834	'40
Urban Population	621,905	'50	(1) 514,148	'40
Rural Population	703,605	'50	(1) 801,686	'40
Total Homes	394,662	'50	360,744	'40
Percentage Radio	95.8%	'50	84.7%	'40
Radio Homes	370,994	'50	298,790	'40
Retail Sales	$1,521,869,000	'51	$1,313,883,000	'48
Automobiles	608,484	'51	569,497	'50
Telephones	418,000	'52	284,200	'45
New Construction	$ 156,200,000	'47	$ 72,600,000	'40
Farm Income	$ 779,559,589	'49	$ 543,215,984	'44
Internal Revenue Collections	$ 333,762,674	'51	$ 261,366,873	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.



"They're Testing Me in Lincoln"

And here is the reason why . . .

LINCOLN IS A REPRESENTATIVE MARKET COVERED BY KFOR AT LOW COST TO YOU

Located in rich, agricultural Mid-America, Lincoln is Nebraska's Capital City Market. Lincoln offers a variety of industries spearheaded by such large manufacturing plants as Goodyear Tire and Rubber Co., Elgin National Watch Co. and Western Electric Co. Strong local independent drug, grocery and appliance outlets make Lincoln an ideal test market.

Facts on the KFOR Market

Radio Homes (1951)	89,180
Total Retail Sales	$281,715,000
Food Store Sales	51,386,000
Gen'l Mdse Store Sales ...	40,566,000
Drug Store Sales	9,368,000

Above Based on 1951 Sales Management Survey of Buying Power, 1951-52 SRDS Consumer Markets, BMB Daytime Audience Area

KFOR IS LINCOLN'S TOP STATION

	KFOR	Station "B"	Station "C"
Morning	47.5	5.6	3.1
Afternoon	32.3	12.1	3.7
Evening	26.5	7.9	9.2

Above figures from Hooper Survey February-March, 1952

BASIC ABC **KFOR** 1240 KC

LINCOLN, NEBRASKA

GEORGE X. SMITH Station Manager

EDW. PETRY & CO., Inc. National Representatives

TEST IT ON KFOR-LINCOLN!

NEBRASKA

SPOT RATE FINDER

(Continued from page 113)

HASTINGS, 20,211 pop.; 6,298 homes; 97.2% radio; 6,122 radio homes; Adams Co.; TV alloc.: Chans. 5, 27.

KHAS, 250w, 1230kc, MBS, KBS, Gill-Keefe & Perna

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	20.00	30.00	50.00
N		8.00	16.00	32.00	48.00	80.00

KEARNEY, 12,115 pop.; 3,673 homes; 94.2% radio; 3,460 radio homes; Buffalo Co.; TV alloc.: Chans. 13, 19.

KGFW, 250w, 1340kc, MBS

D	4.00	6.00	12.00	30.00	50.00	80.00
N	4.00	6.00	12.00	30.00	50.00	80.00

LEXINGTON, 5,068 pop.; Dawson Co.; TV alloc.: Chan. 23.

KRVN, 25kw, 1010kc

D	11.25	11.25	16.87	33.75	56.25	90.00
N	18.82	18.82	28.23	56.46	91.10	150.00

LINCOLN, 98,884 pop.; 30,749 homes; 97.8% radio; 30,073 radio homes; Lancaster Co.; TV alloc.: Chans. 10, 12, *18, 24.

2 AM affiliates, average 1-time rates

D	7.50	6.25	11.00	16.25	31.25	57.50
N	12.50	11.25	20.00	30.75	61.25	112.50

KFOR, 250w, 1240kc, ABC, Petry, Hooper

D	7.50	7.50	12.00	17.50	32.50	65.00
N	12.50	12.50	20.00	31.25	62.50	125.00

KFOR-FM, Chan. 275, 102.9mc, 22kw, Bonus

KLMS, 1kw, 1480kc, Indie Sales

D	5.00		10.00	15.00	30.00	50.00
N	9.00		15.00	25.00	50.00	90.00

KOLN, 250w, 1400kc, MBS, Pearson

D		5.00	10.00	15.00	30.00	50.00
N		10.00	20.00	30.00	60.00	100.00

McCOOK, 7,678 pop.; Red Willow Co.; TV alloc.: Chans. 8, 17.

KBRL, 250w, 1450kc, MBS, Conlan

D	3.30	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	25.00	45.00	80.00

NEBRASKA CITY, 6,872 pop.; Otoe Co.; TV alloc.: Chan. 50.

NORFOLK, 11,335 pop.; 3,512 homes; 96.3% radio; 3,382 radio homes; Madison Co.; TV alloc.: Chan. 33.

WJAG, 1kw, 780kc, Walker, Conlan

D	7.00	8.00	16.00	32.00	48.00	80.00
N		12.00	24.00	48.00		

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

NORTH PLATTE, 15,433 pop.; 4,875 homes; 96.4% radio; 4,700 radio homes; Lincoln Co.; TV alloc.: Chans. 2, 4.

KNBR, 1kw-D, 970kc (CP)

	SB	1M	5M	15M	30M	1 Hr
D		4.50	6.80	13.60	24.75	45.00

KODY, 250w, 1240kc, NBC, Blair, Conlan, BMB

D	5.00	5.00	10.80	18.00	30.00	50.00
N	8.00	8.00	15.50	25.00	45.00	80.00

OMAHA, 251,117 pop.; 73,037 homes; 97.3% radio; 71,065 radio homes; Douglas Co.; TV alloc.: Chans. 3 (KMTV(TV)), 6(WOW-TV), 7, *16, 22, 28.

4 AM affiliates, average 1-time rates

D	16.75	16.75	30.69	52.19	63.13	150.00
N	29.88	29.88	55.69	96.56	166.88	268.75

KBON, 250w, 1490kc, MBS, Pearson, Hooper

D	7.50	7.50	15.00	22.50	45.00	75.00
N	15.00	15.00	30.00	45.00	90.00	150.00

KFAB, 50kw, 1110kc, CBS, Free & Peters

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	40.00	80.00	120.00	200.00
N	40.00	40.00	80.00	160.00	240.00	400.00

KMTV (TV), Chan. 3, 8.35kw-aur.; 16.7 kw-vis.; ABC, CBS, DuMont, Katz, Pulse

D	17.50	40.00	50.00	80.00	120.00	200.00
N	40.00	90.00	113.00	180.00	270.00	450.00

KOIL, 5kw, 1290kc, ABC, Petry, Hooper, BMB

D	14.50	14.50	22.75	31.25	62.50	125.00
N	14.50	14.50	22.75	31.25	62.50	125.00

KOWH, 500w-D, 660kc, Billing, Hooper

D	12.75	12.75	25.00	36.00	60.00	100.00

WOW, 5kw, 590kc, NBC, Blair

D	25.00	25.00	45.00	75.00	125.00	200.00
N	50.00	50.00	90.00	150.00	275.00	400.00

WOW-TV, Chan. 6, 9.0kw-aur.; 17.2kw-vis., NBC, DuMont, Blair-TV, Pulse

D	18.20	52.00	74.90	104.00	156.00	260.00
N	35.00	90.00	120.00	180.00	265.00	450.00

SCOTTSBLUFF, 12,858 pop.; 4,025 homes; 94.5% radio; 3,804 radio homes; Scotts Bluff Co.; TV alloc.: Chans. 10, 16.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	15.50	28.50	46.50	80.00
N	9.00	9.00	15.50	28.50	46.50	80.00

KNEB, 1kw-D, 500w-N, 960kc, MBS, Holman

D	16.00	32.00	48.00	80.00	
N	16.00	32.00	48.00	80.00	

KOLT, 5kw-D, 1kw-N, 1320kc, CBS, Gill, Keefe & Perna

D	9.00	9.00	15.00	25.00	45.00	80.00
N	9.00	9.00	15.00	25.00	45.00	80.00

SIDNEY, 4,912 pop.; Cheyenne Co.

KSID, 250w, 1540kc

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

YORK, 6,178 pop.; York Co.; TV alloc.: Chan. 15.

Another
BLUE RIBBON ACHIEVEMENT
MINN.
SO. DAK.
111 Surveyed Counties
139,000 CALLS!
IOWA
OMAHA
COUNCIL BLUFFS
LINCOLN
COLO.
NEBRASKA
MO.
KANSAS
TOP STATION IN 119 OUT OF A TOTAL OF 126 RATED QUARTER HOURS—CONLAN PROVES IT!
"The most listened-to station in the area!" That Achievement Citation goes to KFAB as the Conlan Report for 1952 is released. This is not merely an Omaha survey . . . or a few hand-picked counties in the area, but is a thorough measurement of 111 solid counties in the KFAB primary and is based on 139,000 calls! . . . The final tabulation puts KFAB away out in front. Out of a total of 126 rated quarter hours, KFAB is top station in 119. Station B ranks first in only seven quarter-hour periods. Get the facts . . . find out what the audience-building achievements of KFAB will do for you in The Midwest Empire Market. Contact Harry Burke, General Manager . . . or a Free & Peters Colonel.
THE MIDWEST-EMPIRE STATION
KFAB
50,000 WATTS OMAHA CBS RADIO
THE MIDWEST-EMPIRE SERVED BEST BY KFAB
SO. DAK.
MINN.
NEBRASKA
IOWA
COLO.
KANSAS
THE BIG STATION WITH THE BIG SHOWS
FIRST PLACE

NEBRASKA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1949 Median Fam. Income	1950 Employed
Adams	28,855	24,576	17.4	20,211	8,644	8,176	7,849	96.0	5,453	38,365	$ 6,510,409	10,341	$2,780	10,1[illegible]2
Antelope	11,624	13,289	—12.5		11,624	3,514	3,331	94.8	2,770	11,704	10,714,389	4,245	2,028	4,3[illegible]6
Arthur	803	1,045	—23.2		803	223	206	92.5	194	268	1,749,627	244		3[illegible]5
Banner	1,325	1,403	—5.6		1,325	365	355	97.6	302	42	4,704,349	534		5[illegible]6
Blaine	1,203	1,538	—21.8		1,203	325	308	94.9	307	781	1,815,521	407		4[illegible]2
Boone	10,721	12,127	—11.6		10,721	3,066	2,910	94.9	2,369	9,686	8,292,579	3,681	2,068	3,8[illegible]3
Box Butte	12,279	10,736	14.4	7,891	4,388	3,587	3,451	96.2	2,469	17,623	9,945,438	4,269	3,369	4,6[illegible]3
Boyd	4,911	6,060	—19.0		4,911	1,447	1,353	93.5	1,149	4,856	3,559,245	1,802	2,090	1,7[illegible]7
Brown	5,164	5,962	—13.4		5,164	1,544	1,456	94.3	1,175	8,227	3,548,542	1,805	2,519	1,8[illegible]9
Buffalo	25,134	23,655	6.3	12,115	13,019	7,566	7,127	94.2	5,230	32,214	12,069,071	9,102	2,478	9,5[illegible]9
Burt	11,536	12,546	—8.1		11,536	3,541	3,428	96.8	2,950	12,142	13,943,127	4,170	2,497	4,3[illegible]5
Butler	11,432	13,106	—12.8		11,432	3,555	3,327	93.6	2,621	8,697	9,152,629	4,312	2,097	4,2[illegible]4
Cass	16,361	16,992	—3.7	4,874	11,487	5,122	4,881	95.3	4,097	12,551	11,697,070	6,052	2,591	6,2[illegible]2
Cedar	13,843	15,126	—8.5		13,843	3,743	3,608	96.4	3,091	12,104	15,900,969	4,761	2,436	5,1[illegible]7
Chase	5,176	5,310	2.5		5,176	1,560	1,473	94.4	1,073	7,376	4,052,259	1,870	2,525	2,0[illegible]1
Cherry	8,397	9,637	—12.9	2,700	5,697	2,358	2,233	94.7	1,808	11,069	14,333,260	2,707	2,500	3,1[illegible]8
Cheyenne	12,081	9,505	27.1	4,912	7,169	3,494	3,358	96.1	2,102	15,844	13,492,425	5,387	3,179	4,9[illegible]9
Clay	8,700	10,445	—16.7		8,700	2,881	2,731	94.8	2,427	6,264	6,668,492	3,535	3,106	3,1[illegible]6
Colfax	10,010	10,627	—5.8	2,883	7,127	3,165	2,994	94.6	2,422	14,236	8,985,452	3,858	2,517	3,8[illegible]5
Cuming	12,994	13,562	—4.2	2,658	10,336	3,630	3,499	96.4	2,895	15,115	26,901,467	4,821	2,668	5,2[illegible]5
Custer	19,170	22,591	—15.1	3,396	15,774	5,809	5,478	94.3	4,656	18,605	17,158,542	6,756	2,264	7,6[illegible]1
Dakota	10,401	9,836	5.7	5,557	4,844	2,929	2,765	94.4	2,097	9,006	5,620,032	3,644	2,813	3,6[illegible]4
Dawes	9,708	10,128	—4.1	4,687	5,021	2,942	2,839	96.5	2,350	12,623	6,343,467	3,369	2,949	3,7[illegible]5
Dawson	19,393	17,890	8.4	10,955	8,438	5,798	5,537	95.5	3,914	32,173	20,733,834	7,323	2,746	6,8[illegible]3
Deuel	3,330	3,580	7.0		3,330	1,010	978	96.8	770	5,968	4,223,084	1,344	3,031	1,3[illegible]5
Dixon	9,129	10,413	—12.3		9,129	2,658	2,560	96.3	2,287	7,933	10,072,126	3,232	2,254	3,3[illegible]0
Dodge	26,265	23,799	10.4	14,762	11,503	8,231	7,943	96.5	5,948	35,802	14,300,675	10,316	2,723	10,1[illegible]4
Douglas	281,020	247,562	13.5	262,271	18,749	81,075	78,886	97.3	62,150	371,205	14,892,561	81,891	3,420	117,2[illegible]6
Dundy	4,354	5,122	—15.0		4,354	1,327	1,234	93.0	961	5,894	4,672,649	1,735	2,587	1,6[illegible]9
Fillmore	9,610	11,417	—15.8		9,610	3,118	2,947	94.5	2,534	7,008	7,963,183	3,963	1,906	3,6[illegible]8
Franklin	7,096	7,740	—8.3		7,096	2,258	2,102	93.1	1,548	7,038	4,640,954	2,625	2,163	2,6[illegible]4
Frontier	5,282	6,417	—17.7		5,282	1,614	1,504	93.2	1,290	3,446	6,026,136	1,929	2,195	2,1[illegible]0
Furnas	9,385	10,098	—7.1		9,385	3,049	2,872	94.2	2,212	10,455	5,699,584	3,280	2,329	3,5[illegible]3
Gage	28,052	29,588	—5.2	11,813	16,239	8,427	8,073	95.8	6,748	28,327	14,260,240	10,058	2,607	10,4[illegible]8
Garden	4,114	4,680	—12.1		4,114	1,240	1,180	95.2	976	3,449	6,253,474	1,514	2,319	1,5[illegible]6
Garfield	2,912	3,444	—15.4		2,912	889	830	93.4	663	3,199	2,235,151	1,040	2,155	1,1[illegible]6
Gosper	2,734	3,687	—25.8		2,734	827	772	93.3	672	1,997	3,986,566	1,200	2,330	1,1[illegible]0
Grant	1,057	1,327	—20.3		1,057	303	289	95.3	274	1,148	2,780,918	442		4[illegible]2
Greeley	5,575	6,845	—18.6		5,575	1,522	1,425	93.6	1,195	4,941	4,621,411	1,931	2,244	2,1[illegible]4
Hall	32,186	27,523	16.9	22,682	9,504	9,720	9,312	95.8	6,637	42,827	12,194,882	12,922	2,959	12,1[illegible]0
Hamilton	8,778	9,982	—12.1		8,778	2,786	2,624	94.2	2,209	7,178	9,808,065	3,579	2,574	3,1[illegible]6
Harlan	7,189	7,130	0.8		7,189	2,237	2,118	94.7	1,460	6,221	5,080,335	2,541	2,675	2,8[illegible]3
Hayes	2,404	2,958	—18.7		2,404	693	641	92.5	546	584	3,871,047	906	3,173	8[illegible]7
Hitchcock	5,867	6,404	—8.4		5,867	1,783	1,683	94.4	1,291	5,305	4,418,062	2,335	2,750	2,1[illegible]8
Holt	14,859	16,552	—10.2	3,027	11,832	4,243	4,027	94.9	3,288	15,345	11,868,573	4,990	2,022	5,1[illegible]9
Hooker	1,061	1,253	—15.3		1,061	328	308	93.9	244	1,980	774,724	434		4[illegible]5
Howard	7,226	8,422	—14.2		7,226	2,268	2,132	94.0	1,715	5,655	6,135,979	2,866	2,104	2,9[illegible]4
Jefferson	13,623	15,532	—12.3	6,395	7,228	4,332	4,124	95.2	3,674	14,912	7,522,604	5,154	2,384	5,3[illegible]6
Johnson	7,251	8,662	—16.3		7,251	2,284	2,181	95.5	1,986	7,013	5,560,665	2,880	2,264	2,8[illegible]4
Kearney	6,409	6,854	—6.5		6,409	1,999	1,925	96.3	1,594	7,515	6,355,389	2,571	2,328	2,3[illegible]7
Keith	7,449	8,333	—10.6	3,456	3,993	2,192	2,063	94.1	1,746	11,834	8,936,938	2,762	3,122	2,8[illegible]0
Keyapaha	2,160	3,235	—33.2		2,160	615	584	94.9	602	1,066	3,218,036	705	1,962	7[illegible]7
Kimball	4,283	3,913	9.5		4,283	1,271	1,237	97.3	880	6,047	5,403,918	1,850	2,938	1,7[illegible]3

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All the big NBC and Dumont network shows — plus top-flight local programming.

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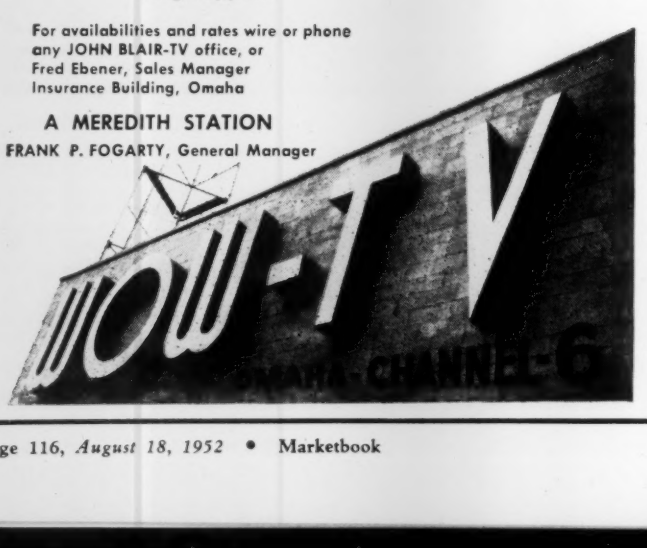

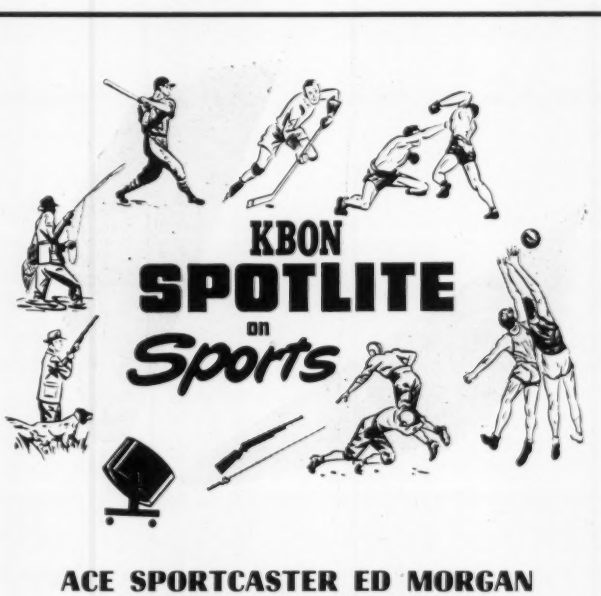

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Professional Baseball High School Sports

SPECIAL SPORTING EVENTS

PAUL R. FRY,
President and General Mgr.

Represented Nationally by
JOHN E. PEARSON Co.

KBON
1490
OMAHA

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1949 Automobiles	1949 Median Fam. Income	1950 Employed
Knox	14,820	16,478	—10.1		14,820	4,325	4,066	94.0	3,244	14,534	13,605,218	4,938	2,352	5,580
Lancaster	119,742	100,585	19.0	102,226	17,516	36,113	35,138	97.3	26,329	137,340	13,863,358	40,540	3,307	49,066
Lincoln	27,380	25,425	7.7	15,433	11,947	8,276	7,887	95.3	5,621	37,073	12,917,932	10,423	3,025	10,445
Logan	1,357	1,742	—22.1		1,357	380	355	93.3	313	732	1,727,217	494		558
Loup	1,348	1,777	—24.1		1,348	380	355	93.5	349	632	1,838,867	473		490
McPherson	825	1,175	—29.8		825	235	215	91.7	205	284	1,438,016	8,444		292
Madison	24,338	24,269	0.3	11,335	13,003	6,979	6,707	96.1	5,477	36,675	10,766,228	300	2,455	8,828
Merrick	8,812	9,354	—5.8		8,812	2,760	2,625	95.1	2,142	9,850	9,080,168	3,430	2,492	3,517
Morrill	8,263	9,436	—12.4		8,263	2,343	2,235	95.4	1,840	8,575	8,119,867	2,971	2,645	2,972
Nance	6,512	7,653	—14.9		6,512	1,920	1,820	94.8	1,504	5,393	5,644,646	2,358	2,237	2,531
Nemara	10,973	12,781	—14.1	3,422	7,551	3,439	3,305	96.1	3,108	9,123	7,220,954	3,755	2,357	3,799
Nuckolls	9,609	10,446	—8.0	3,227	6,382	3,018	2,810	93.1	2,207	9,652	7,144,163	3,759	2,387	3,671
Otoe	17,056	18,994	—10.2	6,872	10,184	5,297	5,075	95.8	1,840	17,955	11,682,046	6,368	2,539	6,441
Pawnee	6,744	8,514	—20.8		6,744	2,150	2,049	95.3	1,863	4,649	5,000,466	2,570	1,816	2,670
Perkins	4,809	5,197	—7.5		4,809	1,389	1,332	95.9	1,062	5,782	6,135,370	1,737	3,050	1,739
Phelps	9,048	8,452	7.1	4,381	4,667	2,882	2,749	95.4	2,076	13,180	8,093,166	3,803	2,795	3,755
Pierce	9,405	10,211	—7.9		9,405	2,762	2,635	95.4	2,159	9,082	9,789,016	3,510	2,308	3,493
Platte	19,910	20,191	—1.4	8,884	11,026	5,566	5,282	94.9	3,961	24,457	11,922,850	7,434	2,671	7,849
Polk	8,044	8,748	—8.0		8,044	2,527	2,421	95.8	2,030	7,573	8,237,051	3,143	2,381	2,947
Red Willow	12,977	11,951	8.6	7,678	5,299	4,030	3,816	94.7	2,647	20,578	5,389,715	4,756	2,939	5,145
Richardson	16,886	19,178	—12.0	6,023	10,683	5,219	4,989	95.6	4,351	18,819	11,571,572	6,193	2,490	6,156
Rock	3,026	3,977	—23.9		3,026	915	863	94.3	781	3,354	3,318,733	1,053	1,944	1,067
Saline	14,046	15,010	—6.4	3,692	10,354	4,661	4,372	93.8	3,541	13,366	8,914,868	5,463	2,328	5,321
Sarpy	15,693	10,835	44.8	4,737	10,956	4,057	3,943	97.2	2,257	5,460	10,626,405	7,132	3,203	4,876
Saunders	16,923	17,892	—5.4	3,128	13,795	5,332	5,092	95.5	4,193	15,747	13,710,039	7,053	2,570	5,968
Scotts Bluff	33,939	33,917	0.1	16,700	17,239	9,747	9,240	94.8	6,895	48,803	25,427,173	12,372	2,943	12,375
Seward	13,155	14,167	—7.1	3,154	10,001	4,091	3,866	94.5	3,172	11,632	10,511,904	5,126	2,356	4,877
Sheridan	9,539	9,869	—3.3		9,539	2,787	2,650	95.1	2,122	11,901	10,857,445	3,175	2,548	3,515
Sherman	6,421	7,764	—17.3		6,421	1,876	1,726	92.0	1,363	4,192	4,440,427	2,208	2,216	2,412
Sioux	3,124	4,001	—21.9		3,124	914	858	93.9	767	1,513	5,970,635	1,051	2,625	1,201
Stanton	6,387	6,887	—7.3		6,387	1,879	1,789	95.2	1,468	3,961	10,684,586	2,465	2,340	2,448
Thayer	10,563	12,262	—13.9		10,563	3,313	3,144	94.9	2,679	10,101	7,480,169	4,130	2,231	4,013
Thomas	1,206	1,553	—22.3		1,206	379	361	95.2	317	778	1,167,106	376		500
Thurston	8,590	10,243	—16.1		8,590	2,289	2,126	92.9	1,734	6,966	8,913,553	2,681	2,678	2,962
Valley	7,252	8,163	—11.2		7,252	2,294	2,166	94.4	1,738	6,613	6,823,307	2,688	2,222	2,762
Washington	11,511	11,578	—0.6	3,815	7,696	3,442	3,311	96.2	2,713	9,905	10,972,297	4,383	2,507	4,292
Wayne	10,129	9,880	2.5	3,595	6,534	2,805	2,729	97.3	2,316	9,866	15,611,616	3,807	2,807	3,902
Webster	7,395	8,071	—8.4		7,395	2,385	2,228	93.4	1,691	6,645	4,461,761	2,795	1,658	2,755
Wheeler	1,526	2,170	—29.7		1,526	427	401	93.8	392	459	2,057,933	548		606
York	14,346	14,874	—3.5	6,178	8,168	4,440	4,245	95.6	3,544	15,726	10,713,322	5,550	2,443	5,460

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NEVADA

SPOT RATE FINDER

BOULDER CITY, 3,903 pop.; Clark Co.; TV alloc.: Chan. 4.

CARLIN, 1,203 pop.; Elko Co.; TV alloc.: Chan. 14.

CARSON CITY, 3,082 pop.; Ormsby Co.; TV alloc.: Chan. 37.

ELKO, 5,393 pop.; Elko Co.; TV alloc.: Chan. 10.

KELK, 250w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	13.50	21.00	32.50
N	4.00	5.00	9.00	13.50	21.00	32.50

ELY, 3,558 pop.; White Pine Co.; TV alloc.: Chans. 3, 6.

KELY, 250w, 1230kc

D	2.65	5.30	7.15	10.65	17.70	29.50
N	2.65	5.30	7.15	10.65	17.70	29.50

FALLON, 2,400 pop.; Churchill Co.; TV alloc.: Chan. 29.

GOLDFIELD, Esmeralda Co.; TV alloc.: Chan. 5

HAWTHORNE, 1,861 pop,; Mineral Co.; TV alloc.: Chan. 31.

HENDERSON, 3,643 pop.; Clark Co.; TV alloc.: Chan. 2.

LAS VEGAS, 24,624 pop.; 8,264 homes; 96.8% radio; 8,000 radio homes; Clark Co.; TV alloc.: Chans. 8, *10, 13.

4 AM affiliates, average 1-time rates

D	4.75	5.50	8.60	15.38	24.00	27.33
N	7.00	8.00	12.50	23.25	35.63	66.67

KENO, 1kw, 1460kc, ABC, Grant

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

KENO-FM, Chan. 260, 103.9mc, 250kw, Grant, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

KLAS, 250w, 1230kc, CBS, Weed, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	8.40	16.50	25.50	42.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KORK, 250w, 1340kc, NBC, Hollingbery

D	6.00	6.00	9.00	16.00	24.00	40.00
N	9.00	9.00	14.00	28.00	42.00	70.00

KRAM, 1kw, 920kc, MBS, KBS, Avery-Knodel

D	3.00	4.00	7.00	13.00	22.50
N	3.00	4.00	7.00	13.00	22.50

LOVELOCK, 1,604 pop.; Pershing Co.; TV alloc.: Chan. 18.

McGILL, 2,297 pop.; White Pine Co.; TV alloc.: Chan. 8.

RENO, 32,497 pop.; 10,949 homes; 97.2% radio; 10,642 radio homes; Washoe Co.; TV alloc.: Chans. 4, 8, *21, 27.

4 AM affiliates, average 1-time rates

D	4.20	4.20	6.90	11.80	17.70	37.50
N	6.90	6.90	12.05	23.60	35.40	59.00

KATO, 250w, 1340kc, Don Lee, MBS, Pearson

D	4.00	4.00	6.00	8.00	12.00	20.00
N	6.00	6.00	9.00	16.00	24.00	40.00

KOH, 5kw-D, 1kw-N, 630kc, NBC, Raymer

D	4.00	4.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

KOLO, 1kw, 920kc, CBS, Hollingbery

D	4.80	4.80	7.60	15.20	22.80	38.00
N	7.60	7.60	15.20	30.40	45.60	76.00

KWRN, 250w, 1490kc, ABC, Grant

D	4.00	4.00	6.00	8.00	12.00	20.00
N	6.00	6.00	9.00	12.00	24.00	40.00

TONOPAH, 1,375 pop.; Nye Co.; TV alloc.: Chan. 9.

WINNEMUCCA, 2,847 pop.; Lyon Co.; TV alloc.: Chan. 7.

YERINGTON, 1,157 pop.; Lyon Co.; TV alloc.: Chan. 33.

* * *

MARKET INDICATORS FOR NEVADA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	160,083	'50	110,247	'40
Urban Population	91,625	'50	(1) 43,291	'40
Rural Population	68,458	'50	(1) 66,956	'40
Total Homes	50,296	'50	33,291	'40
Percentage Radio	93.4%	'50	81.4%	'40
Radio Homes	51,347	'50	26,200	'40
Retail Sales	$ 212,686,000	'51	$ 199,592,000	'48
Automobiles	86,062	'51	77,142	'50
Telephones	54,600	'52	28,300	'45
New Construction	$ 41,200,000	'47	$ 24,100,000	'40
Median Family Income	$ 2,982	'49		
Farm Income	$ 18,951,307	'49	$ 12,133,000	'40
Employed	63,635	'50	43,496	'40
Internal Revenue Collections	$ 47,478,246	'51	$ 35,446,339	'50

(1) Old urban definition of Census Bureau.

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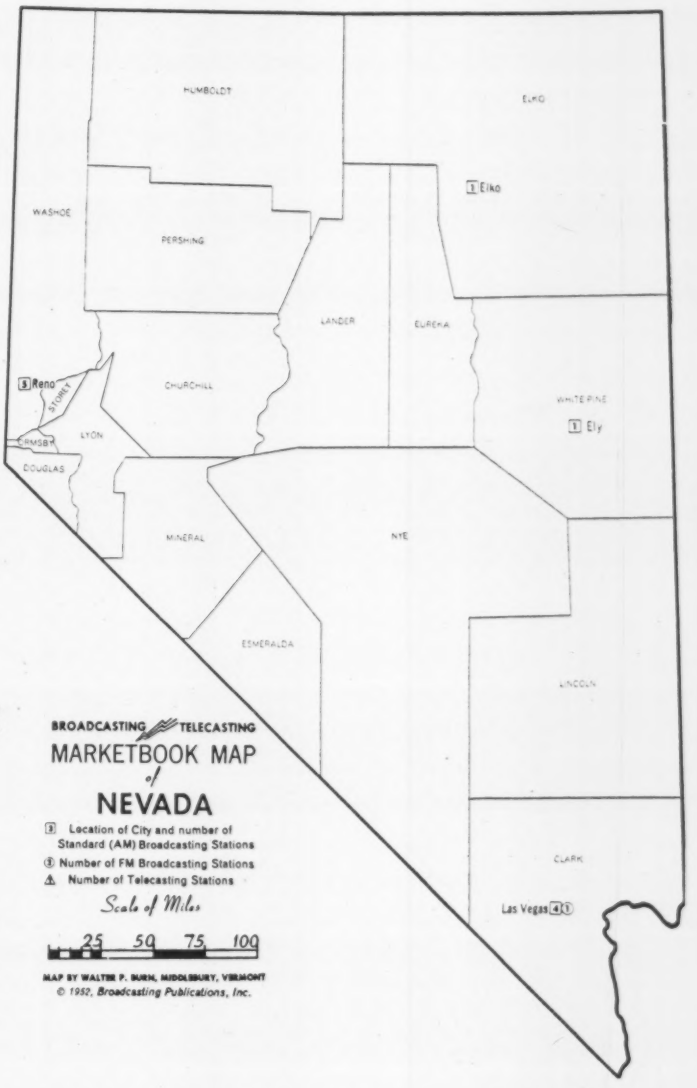


NEVADA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Churchill	6,161	5,317	15.9		6,161	1,938	1,808	93.3	1,183	8,430	$ 813,099	2,148	$2,789	2,398
Clark	48,289	16,414	194.2	36,045	12,244	14,959	14,226	95.1	13,788	57,817	313,372	21,524	3,697	18,325
Douglas	2,029	2,053	—1.3		2,029	590	569	96.5	437	2,325	149,691	1,120		895
Elko	11,654	10,912	6.8	5,393	6,261	3,478	3,148	90.5	2,433	14,815	439,781	3,663	3,720	4,572
Esmeralda	614	1,554	—60.5		614	269	223	83.0	400	233	16,493	201		279
Eureka	896	1,361	—34.2		896	334	253	75.8	248	855	22,033	274		392
Humboldt	4,838	4,743	2.0	2,847	1,991	1,465	1,250	85.3	958	6,418	50,112	1,565	3,227	2,682
Lander	1,850	1,745	6.0		1,850	583	499	85.6	390	1,761	5,330	526		877
Lincoln	3,837	4,130	—7.1		3,837	1,122	996	88.8	961	2,672	42,879	1,194	3,725	1,335
Lyon	3,679	4,076	—9.7		3,679	1,132	1,038	91.7	903	3,199	870,919	1,423	2,325	1,516
Mineral	5,560	2,342	137.4		5,560	1,727	1,558	90.2	475	3,442	13,664	2,508	3,336	1,994
Nye	3,101	3,606	—14.0		3,101	1,115	901	80.8	897	3,338	123,506	1,144	2,786	1,183
Ormsby	4,172	3,209	30.0	3,082	1,090	1,244	1,194	96.0	821	4,816	12,145	1,608	3,500	1,585
Pershing	3,103	2,713	14.4		3,103	1,014	876	86.4	593	3,480	1,086,441	1,092	2,962	1,346
Storey	671	1,216	—44.8		671	253	212	83.7	317	532	9,010	250		272
Washoe	50,205	32,476	54.6	40,700	9,505	16,274	15,883	97.6	8,703	87,255	414,912	20,997	3,913	20,683
White Pine	9,424	12,377	—23.9	3,558	5,866	2,744	2,494	90.9	2,693	11,298	65,811	3,407	3,513	3,601

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

NEW HAMPSHIRE

SPOT RATE FINDER

BERLIN, 16,615 pop.; 4,623 homes; 98.7% radio; 4,563 radio homes; Coos Co.; TV alloc.: Chan. 26.
WMOU, 250w, 1230kc, Radio Reps., Kettel-Carter

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CLAREMONT, 12,811 pop.; 3,904 homes; 98.3% radio; 3,838 radio homes; Sullivan Co.; TV alloc.: Chan. 37.
WTSV, 250w, 1230kc, MBS, Borgatti, Bolling

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WTSV-FM, Chan. 291, 106.1mc, 1.5kw, Bonus

CONCORD, 27,988 pop.; 7,645 homes; 98.6% radio; 7,538 radio homes; Merrimack Co.; TV alloc.: Chan. 27.
WKXL, 250w, 1450kc, CBS, Young, Kettell-Carter

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

DURHAM, 4,172 pop.; Strafford Co.; TV alloc.: Chan. *11.
HANOVER, 4,999 pop.; Grafton Co.; TV alloc.: Chan. *21.
HANOVER-LEBANON
WTSL, 250w, 1400kc, MBS, Bolling, Borgatti

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

KEENE, 15,638 pop.; 4,724 homes; 97.6% radio; 4,611 radio homes; Cheshire Co.; TV alloc.: Chan. 45.
WKNE, 5kw, 1290kc, CBS, Kettell-Carter, Meeker, Pulse, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.70	8.00	13.40	26.80	40.20	67.00
N	10.00	12.00	20.00	40.00	60.00	100.00

LACONIA, 14,745 pop.; 4,312 homes; 98.1% radio; 4,130 radio homes; Belknap Co.; TV alloc.: Chan. 43.
WLNH, 250w, 1340kc, MBS, KBS, Grant, Kettell-Carter

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

LITTLETON, 3,819 pop.; Grafton Co.; TV alloc.: Chan. 24.
MANCHESTER, 82,732 pop.; 24,703 homes; 98.1% radio; 24,134 radio homes; Hillsborough Co.; TV alloc.: Chans. 9, 48.

3 AM affiliates, average 1-time rates

D	6.47	6.47	10.67	20.67	32.00	53.33
N	10.00	10.00	18.67	37.33	56.00	66.67

WFEA, 5kw, 1370kc, CBS, Young, Kettell-Carter, Hooper

D	7.20	7.20	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WKBR, 250w, 1240kc, MBS, Bolling

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WKBR-FM, Chan. 261, 100.1mc, 1kw, Bolling, Bonus
WMUR, 5kw-D, 1kw-N, 610kc, ABC, Weed, Hooper, BMB

D	7.20	7.20	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

* * *

MARKET INDICATORS FOR NEW HAMPSHIRE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	533,242	'50	491,524	'40
Urban Population	306,806	'50	(1) 283,225	'40
Rural Population	226,436	'50	(1) 208,299	'40
Total Homes	155,173	'50	132,936	'40
Percentage Radio	97.3%	'50	90.0%	'40
Radio Homes	172,324	'50	116,809	'40
Retail Sales	$ 531,698,000	'51	$ 469,841,000	'48
Automobiles	180,162	'51	172,339	'50
Telephones	154,300	'52	103,100	'45
New Construction	$ 37,700,000	'47	$ 31,500,000	'40
Median Family Income	$ 2,405	'49		
Farm Income	$ 46,499,909	'49	$ 39,154,354	'44
Employed	202,681	'50	175,849	'40
Internal Revenue Collections	$ 87,121,116	'51	$ 68,755,337	'50

(1) Old urban definition of Census Bureau.
Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

REACH NEW HAMPSHIRE'S LARGEST AUDIENCE WITH . . .

WMUR

The State Station

★ Regularly reaches a DAYTIME audience of 58,390 radio families—in 8 of the 10 N. H. Counties.

★ Regularly reaches a NIGHTTIME audience of 46,200 radio families—in 6 of the 10 N. H. Counties. 46% *more* families DAYTIME, and 17% *more* families NIGHTTIME than any other New Hampshire station (1949 BMB Est.).

86% of the New Hampshire households are within the WMUR coverage area and do 87.6% of all the buying done in the state.

MARKET DATA
within the WMUR Daytime BMB Area:

Population	462,100
Households	134,670
Radio Homes	130,250
1951 Retail Sales	$488,713,000
Food	148,750,000
Gen'l mdse.	32,457,000
Apparel	32,115,000
Home furn.	26,104,000
Automotive	63,985,000
Filling station	26,486,000
Bldg. Mat.-Hardware	34,729,000
Eat-Drink	30,223,000
Drug	14,676,000

(1952-53 Consumer Markets)

610 KC
BASIC ABC

WMUR

MANCHESTER
NEW HAMPSHIRE

The Radio Voice of New Hampshire, Inc. ★ Represented nationally by WEED & CO.

NASHUA, 34,669 pop.; 10,137 homes; 98.1% radio; 9,944 radio homes; Hillsborough Co.; TV alloc.: Chan. 54.

WOTW, 1kw-D, 900kc, Bannan, Walker

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	5.00	8.00	16.00	32.00	48.00	80.00

* * *

WOTW-FM, Chan. 292, 106.3mc, 1kw, Bannan, Walker

PORTSMOUTH, 18,830 pop.; 5,685 homes; 98.2% radio; 5,583 radio homes; Rockingham Co.; TV alloc.: Chan. 19.

* * *

WHEB, 1kw, 750kc, MBS, Yankee, Walker, Kettell-Carter

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

ROCHESTER, 13,776 pop.; 4,177 homes; 97.9% radio; 4,098 radio homes; Strafford Co.; TV alloc.: Chan. 51.

* * *

WWNH, 1kw-D, 930kc, Bolling, Borgatti, Noonan

	SB	1M	5M	15M	30M	1 Hr
D		6.00	10.00	20.00	30.00	55.00

* * *

NEW HAMPSHIRE MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1947 Automobiles	1949 Median Fam. Income	1950 Employed
Belknap	26,632	24,328	9.5	14,745	11,887	7,954	7,731	97.2	5,858	30,879	$1,784,654	5,987	$2,524	8,514
Carroll	15,868	15,589	1.8		15,868	4,950	4,727	95.5	3,657	15,999	1,143,995	4,100	2,072	5,363
Cheshire	38,811	34,953	11.0	15,638	23,173	11,549	11,145	96.5	8,321	33,197	3,352,876	8,737	2,817	14,958
Coös	35,932	39,274	—8.5	16,615	19,317	10,024	9,723	97.0	8,343	32,232	3,107,631	6,064	2,771	12,502
Grafton	47,923	44,645	7.3	13,432	34,491	13,533	13,005	96.1	10,318	48,836	5,005,575	10,663	2,700	16,450
Hillsboro	156,987	144,888	8.4	122,249	34,738	46,273	45,255	97.8	35,174	168,696	10,864,661	27,438	3,130	65,683
Merrimack	63,022	60,710	3.8	38,504	24,518	17,728	17,285	97.5	14,028	56,385	6,431,202	13,253	2,887	23,168
Rockingham	70,059	58,142	20.5	29,001	41,058	20,899	20,356	97.4	14,468	66,980	8,636,153	16,223	2,793	25,484
Strafford	51,567	43,553	18.4	40,749	10,818	14,421	14,118	97.9	10,584	49,297	3,841,227	9,868	2,931	20,089
Sullivan	26,441	25,442	3.9	15,873	10,568	7,872	7,636	97.0	6,058	29,197	2,308,951	5,689	2,776	8,470

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

NEW JERSEY

SPOT RATE FINDER

ALPINE, 644 pop.; Bergen Co.
WFMN (FM), Chan. 226, 93.1mc, 6kw
(No rates available)

ANDOVER, 560 pop.; Sussex Co.; TV alloc.: Chan. *69.

ASBURY PARK, 17,094 pop.; 4,963 homes; 92.9% radio; 4,611 radio homes; Monmouth Co.; Tv alloc.: Chan. 58.

WJLK, 250w, 1310kc, Advertest Research

	SB	1M	5M	15M	30M	1 Hr
D	2.75	7.50	13.00	20.00	40.00	60.00
N	2.75	7.50	13.00	20.00	40.00	60.00

WJLK-FM, Chan. 232, 94.3mc, 1kw
(Duplicates AM programs)

ATLANTIC CITY, 61,657 pop.; 19,143 homes; 94.5% radio; 18,090 radio homes; Atlantic Co.; TV alloc.: Chans. 46, 52.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	3.38	4.50	11.25	22.50	40.00	67.50
N	6.33	8.50	17.38	40.00	67.50	112.50

WFPG, 250w, 1450kc, CBS, SAMS, Pearson, Conlan, Hooper, BMB

D	3.75	5.00	12.50	25.00	45.00	75.00
N	7.00	9.50	18.75	45.00	75.00	125.00

WFPG-FM, Chan. 253, 98.5mc, 15.6kw, Pearson, Bonus

WMID, 250w, 1340kc, ABC, MBS, Forjoe

D	3.00	4.00	10.00	20.00	35.00	60.00
N	5.65	7.50	15.00	35.00	60.00	100.00

BRIDGETON, 18,378 pop.; 5,421 homes; 94.6% radio; 5,128 radio homes; Cumberland Co.; TV alloc.: Chan. 64.

WSNJ, 250w, 1240kc, Clark

D	10.00	9.00	21.00	28.00	42.00	70.00
N	8.00	7.00	15.75	21.00	31.50	52.50

WSNJ-FM, Chan. 255, 98.9mc, 9.25kw, Clark
(Duplicates AM)

CAMDEN, 124,555 pop.; 34,457 homes; 94.5% radio; 32,562 radio homes; Camden Co.; TV alloc.: Chan. *80.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	15.00	29.00	41.75	75.05

WCAM, 250w, 1310kc

D		6.00	10.00	18.00	33.50	50.00
N		9.00	15.00	24.00	45.00	75.00

WKDN, 1kw-D, 800kc

D	10.00	14.00	20.00	40.00	60.00	100.00

* * *

ELIZABETH, 112,817 pop.; 31,758 homes; 96.8% radio; 30,742 radio homes; Union Co.

WPOE (FM), Chan. 244, 96.7mc, 1kw

	SB	1M	5M	15M	30M	1 Hr
D		6.00	10.00	20.00	30.00	50.00
N		6.00	10.00	20.00	30.00	50.00

FREEHOLD, 7,550 pop.; Monmouth Co.; TV alloc.: Chan. *74.

HAMMONTON, 8,411 pop.; Atlantic Co.; TV alloc.: Chan. *70.

MONTCLAIR, 43,927 pop.; 12,649 homes; 98.4% radio; 12,447 radio homes; Essex Co.; TV alloc.: Chan. *77.

(Continued on page 120)

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MARKET INDICATORS FOR NEW JERSEY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,835,329	'50	4,160,165	'40
Urban Population	4,186,207	'50	(1) 3,394,773	'40
Rural Population	649,122	'50	(1) 765,392	'40
Total Homes	1,374,422	'50	1,100,260	'40
Percentage Radio	96.5%	'50	95.5%	'40
Radio Homes	1,324,024	'50	1,020,466	'40
Retail Sales	$5,294,728,000	'51	$4,470,833,000	'48
Automobiles	1,685,304	'51	1,579,181	'50
Telephones	1,760,300	'52	974,900	'45
New Construction	$1,039,800,000	'51	$ 273,600,000	'40
Farm Income	$ 214,991,994	'49	$ 165,639,672	'44
Internal Revenue Collections	$1,459,381,897	'51	$1,133,975,046	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

Serving the 107th Market of the Nation

WFPG* Atlantic City, N. J.

CBS Radio Network for New Jersey

with **MORE play-by-play sports • MORE network programs • MORE news**
from its **408 FOOT TOWER**
(Tallest structure in New Jersey, south of Newark)

**TV Applicant* *for Channel 46*

Studios on *Steel Pier*

WSTV Steubenville | **WPIT** Pittsburgh | THE FRIENDLY GROUP | **WBMS** Boston | **WFPG** Atlantic City

Why shout your message across the Hudson?

sell North Jerseyans where they **LIVE** on

Essex County, the nation's wealthiest, and surrounding counties spend over **$4,000,000,000** in retail stores.

These **3,864,000** people *buy* where they *earn*—in North Jersey. You can reach them on their own local radio station—the station of merchandising *pluses*.

WNJR
RADIO STATION OF NEWARK NEWS
5,000 WATTS FULL TIME
91 Halsey St., Newark 2, N. J.
MArket 3-270
COrtlandt 7-807

NEW JERSEY

SPOT RATE FINDER

(Continued from page 119)

MORRISTOWN, 17,124 pop.; 4,945 homes; 96.8% radio; 4,787 radio homes; Morris Co.
WMTR, 1kw-D, 1250kc, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.00	12.00	24.00	36.00	60.00

NEWARK, 438,776 pop.; 122,432 homes; 95.3% radio; 116,678 radio homes; Essex Co.; TV alloc.: Chan. 13 (WATV (TV)).

4 AM non-affiliates, average 1-time rates

D	16.75	23.75	34.38	49.71	72.88	186.00
N	17.75	25.00	36.75	52.88	103.75	197.25

WAAT, 5kw-D, 1kw-N, 970kc

D	17.50	25.00		66.00	132.00	264.00
N	17.50	25.00		66.00	132.00	264.00

WAAT-FM, Chan. 234, 94.7mc, 13.5kw, Bonus
WATV (TV), Chan. 13, 25kw-aur.; 50kw-vis.

D	115.00	150.00	225.00	300.00	450.00	750.00
N	150.00	200.00	300.00	400.00	600.00	1,000.00

WNJR, 5kw, 1430kc

D	16.20	22.50	33.75	56.25	112.50	225.00
N	18.00	25.00	37.50	62.50	125.00	250.00

WNJR-FM, Chan. 274, 102.7mc, 3kw, Bonus
WHBI, 25kw-D, 1kw-N, 1280kc

D				21.60	36.00	60.00
N				28.00	48.00	80.00

WVNJ, 5kw, 620kc, Hollingbery

D		18.00	35.00	55.00	110.00	195.00
N		18.00	35.00	55.00	110.00	195.00

NEW BRUNSWICK, 38,811 pop.; 10,413 homes; 96.1% radio; 10,007 radio homes; Middlesex Co.; TV alloc.: Chans. *19, 47.
WCTC, 250w, 1450kc, Advertest Research

D	6.50	9.50	14.00	22.50	37.50	65.00
N	6.50	9.50	14.00	22.50	37.50	65.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WCTC-FM, Chan. 252, 98.3mc, 1kw, Bonus
WDHN (FM), Chan. 228, 93.5mc, 1kw

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	8.50	13.50	22.50	35.00
N	3.00	4.00	8.50	13.50	22.50	35.00

PATERSON, 139,336 pop.; 42,207 homes; 96.1% radio; 40,561 radio homes; Passaic Co.; TV alloc.: Chan. 37.
WPAT, 5kw, 930kc, Pulse

D		25.00	60.00	120.00	180.00	300.00
N		25.00	60.00	120.00	180.00	300.00

PLAINFIELD, 42,366 pop.; 12,133 homes; 96.8% radio; 11,745 radio homes; Union Co.
WXNJ (FM), Chan. 280, 103.9mc, 1kw

D	3.90	6.50	10.00	16.00	24.00	40.00
N	2.60	5.20	7.50	12.00	19.50	32.50

PLEASANTVILLE, 11,938 pop.; 3,593 homes; 94.2% radio; 3,385 radio homes; Atlantic Co.
WOND, 250w, 1400kc, Kennedy

D		6.00	10.00	25.00	46.00	75.00
N		6.00	10.00	25.00	46.00	75.00

TRENTON, 128,009 pop.; 32,255 homes; 96.1% radio; 30,997 radio homes; Mercer Co.; TV alloc.: Chan. 37.
WBUD, 1kw, 1260kc
(See Morrisville, Pa.)
WTNJ, 250w-D, 1300kc

D			4.50	9.75	16.75	25.00	42.50

WTOA (FM), Chan. 248, 97.5mc, 14.5kw, H-R Reps.
(See Transit Radio Listing)
WTTM, 1kw, 920kc, NBC, Forjoe

D	10.00	10.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

VINELAND, 8,155 pop.; Cumberland Co.
WWBZ, 1kw, 1360kc, Gill-Keefe & Perna

D	5.00	8.00	10.00	24.00	40.00	60.00
N	9.00	12.00	15.00	36.00	65.00	90.00

WILDWOOD, 5,475 pop.; Cape May Co.; TV alloc.: Chan. 48.
WCMC, 100w, 1230kc

D	4.00	6.00	10.00	20.00	35.00	60.00
N	4.00	6.00	10.00	20.00	35.00	60.00

ZAREPHATH, Somerset Co.

LOCAL BOY MAKES GOOD

"MIGHTY MIKE" ELECTED BY 40%
OF CENTRAL NEW JERSEY'S FAMILIES

New Brunswick, N. J. **Charter 7-1450**

A Local Station That Knows Its Audience

WJLK WJLK WJLK
WJLK WJLK WJLK
WJLK WJLK WJLK
WJLK WJLK WJLK

Owned and Operated by
ASBURY PARK PRESS

Hourly Local News, top ratings, plus a local audience that can afford to buy your product.

1310 AM 250 Watts
94.3 FM 1000 Watts
Asbury Park 2-3000

NEW JERSEY MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Atlantic	132,399	124,066	6.7	113,860	18,539	40,185	37,854	94.2	30,852	202,672	$ 8,992,406	31,723	6,338	$3,782,000
Bergen	539,139	409,646	31.6	522,026	17,113	157,386	154,081	97.9	105,573	473,764	7,431,831	162,689	55,619	44,989,000
Burlington	135,910	97,013	40.1	65,670	70,240	32,954	31,965	97.0	22,469	103,435	17,649,091	33,282	11,636	8,575,000
Camden	300,743	255,727	17.6	278,620	22,123	84,808	81,416	96.0	62,333	295,050	4,093,586	79,834	38,142	30,230,000
Cape May	37,131	28,919	28.4	18,352	18,779	11,661	11,125	95.4	7,587	57,665	2,159,469	12,457	1,372	827,000
Cumberland	88,597	73,184	21.1	61,257	27,340	25,652	24,369	95.0	17,479	98,674	21,181,484	30,010	13,515	8,780,000
Essex	905,949	837,340	8.2	899,232	6,717	256,669	246,916	96.2	205,169	1,140,794	2,452,296	257,810	138,049	107,446,000
Gloucester	91,727	72,219	27.0	54,993	36,734	26,249	25,330	96.5	17,355	66,767	14,492,171	27,887	6,483	5,727,000
Hudson	647,437	652,040	—0.7	647,431	6	187,860	182,036	96.9	163,908	595,816	5,967,893	135,387	136,814	109,644,000
Hunterdon	42,736	36,766	16.2	7,535	35,201	12,605	12,202	96.8	9,292	45,014	15,934,611	14,552	3,639	2,768,000
Mercer	229,781	197,318	16.5	195,182	34,599	59,339	57,262	96.5	44,807	285,722	8,519,427	62,085	41,686	32,048,000
Middlesex	264,872	217,077	22.0	230,739	34,133	73,108	70,549	96.5	49,778	273,126	10,624,787	66,469	56,980	45,605,000
Monmouth	225,327	161,238	39.7	140,103	85,224	64,012	61,067	95.4	39,125	277,786	25,712,762	73,756	12,047	7,476,000
Morris	164,371	125,732	30.7	93,732	70,639	44,303	43,284	97.7	29,417	161,373	7,294,686	46,176	12,926	9,320,000
Ocean	56,622	37,706	50.2	19,396	37,226	17,727	17,124	96.6	9,618	87,538	12,702,976	20,393	831	463,000
Passaic	337,093	309,353	9.0	322,283	14,810	100,843	97,112	96.3	78,469	445,312	3,017,348	100,988	78,965	59,970,000
Salem	49,508	42,274	17.1	24,111	25,397	14,346	13,600	94.8	9,963	45,814	13,015,197	15,313	11,222	10,115,000
Somerset	99,052	74,390	33.2	61,103	37,949	26,347	25,688	97.5	17,016	90,125	7,344,275	29,580	14,927	12,121,000
Sussex	34,423	29,632	16.2	9,645	24,778	10,070	9,667	96.0	7,205	37,472	11,549,125	12,374	1,491	896,000
Union	398,138	328,344	21.3	393,322	4,816	112,258	109,003	97.1	80,386	459,030	4,069,603	134,328	65,659	57,299,000
Warren	54,374	50,181	8.4	27,615	23,935	16,040	15,479	96.5	12,665	51,774	10,354,848	18,237	9,589	7,450,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

NEW MEXICO

SPOT RATE FINDER

ALAMOGORDO, 6,783 pop.; Otero Co.; TV alloc.: Chan. 17.
KALG, 250w, 1230kc

	SB	1M	5M	15M	30M	1 Hr
D	1.50	2.42	4.65	8.35	16.68	33.35
N	1.50	2.42	4.65	8.35	16.68	33.35

ALBUQUERQUE, 96,815 pop.; 28,583 homes; 95.7% radio; 27,354 radio homes; Bernalillo Co.; TV alloc.: Chans. 4 (KOB-TV), *5, 7, 13.
KDEF, 1kw-D, 1280kc (CP)
(No rates available)

4 AM affiliates, average 1-time rates

D	6.75	10.25	15.50	25.00	39.00	65.00
N	12.25	17.88	26.25	43.25	64.75	106.25

KGGM, 5kw, 610kc, CBS, Weed

D	7.00	10.00	15.00	24.00	36.00	60.00
N	14.00	20.00	30.00	48.00	72.00	120.00

KOAT, 250w, 1240kc, ABC

D	5.00	8.50	12.50	20.00	30.00	50.00
N	8.00	12.00	20.00	32.00	48.00	80.00

KOB, 50kw-D, 25kw-N, 770kc, NBC

D	10.00	15.00	22.50	36.00	60.00	100.00
N	20.00	30.00	40.00	64.00	96.00	160.00

KOB-TV, Chan. 4, 5kw-aur.; 2.51kw-vis.; ABC, CBS, NBC, DuMont

D	18.00	18.00	30.00	60.00	90.00	150.00
N	20.00	20.00	40.00	78.00	117.00	195.00

KVER, 250w, 1340kc, MBS, Avery-Knodel, BMB, Hooper, Conlan

D	5.00	7.50	12.50	20.00	30.00	50.00
N	7.00	9.50	15.00	29.00	43.00	65.00

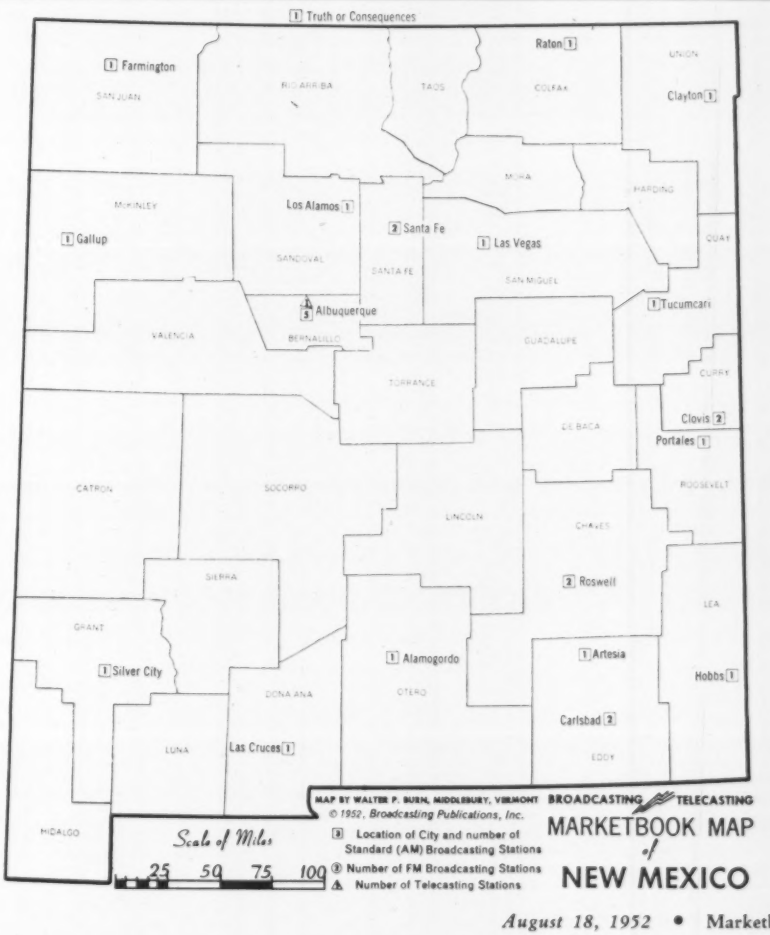
ARTESIA, 8,244 pop.; Eddy Co.; TV alloc.: Chan. 21.
KSVP, 250w, 1450kc, MBS

D	2.45	3.25	6.75	12.50	20.00	35.00
N	2.45	3.25	6.75	12.50	20.00	35.00

ATRISCO-FIVE POINTS, 7,367 pop.; Bernalillo Co.; TV alloc.: Chan. 18.
BELEN, 4,495 pop.; Valencia Co.; TV alloc.: Chan. 24.

(Continued on page 122)

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.



NEW MEXICO

SPOT RATE FINDER

(Continued from page 121)

CARLSBAD, 17,975 pop.; 5,170 homes; 93.8% radio; 5,356 radio homes; Eddy Co.; TV alloc.: Chans. 6, 23.

KAVE, 250w, 1240kc, CBS, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	6.75	6.75	12.00	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KPBM, 1kw-D, 740kc

D	6.00	7.50	24.00	36.00	60.00

CLAYTON, 3,515 pop.; Union Co.; TV alloc.: Chan. 27.

KLMX, 250w, 1450kc

D	2.45	4.25	8.30	14.50	24.15
N	2.45	4.25	8.30	14.50	24.15

CLOVIS, 17,318 pop.; 5,149 homes; 94.1% radio; 4,845 radio homes; Curry Co.; TV alloc.: Chans. 12, 35.

KCLV, 100w, 1240kc (CP)

KICA, 1kw, 980kc, MBS, Avery-Knodel

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

DEMING, 5,672 pop.; Luna Co.; TV alloc.: Chan. 14.

FARMINGTON, 3,637 pop.; San Juan Co.; TV alloc.: Chan. 17.

KVBC, 250w, 1240kc, KBS, Clark

D	2.80	2.80	4.50	10.00	15.00	25.00
N	2.80	2.80	4.50	10.00	15.00	25.00

GALLUP, 9,133 pop.; McKinley Co.; TV alloc.: Chans. 3, *8, 10.

KGAK, 250w, 1230kc, KBS, McGillvra

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

HOBBS, 13,875 pop.; 4,179 homes; 91.8% radio; 3,836 radio homes; Lea Co.; TV alloc.: Chan. 46.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

KWEW, 250w, 1490kc, MBS, KBS, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	12.00	16.00	24.00	40.00
N	8.00	8.00	15.00	24.00	36.00	60.00

LAS CRUCES, 12,325 pop.; 3,348 homes; 87.7% radio; 2,936 radio homes; Dona Ana Co.; TV alloc.: Chan. 22.

KOBE, 250w, 1450kc, MBS

D	5.00	5.00	10.00	18.00	25.00	45.00
N	7.50	7.50	15.00	25.00	40.00	60.00

LAS VEGAS, 7,494 pop.; San Miguel Co.; TV alloc.: Chan. 14.

KFUN, 250w, 1230kc, MBS, Best

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

LORDSBURG, 3,525 pop.; Hidalgo Co.; TV alloc.: Chan. 23.

LOS ALAMOS, 9,934 pop.; Los Alamos Co.; TV alloc.: Chan. 2.

KRSN, 250w, 1490kc, Young

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.75	11.25	18.00	27.00	45.00

LOVINGTON, 3,134 pop.; Lea Co.; TV alloc.: Chan. 27.

PORTALES, 8,112 pop.; Roosevelt Co.; TV alloc.: Chan. 22.

KENM, 250w, 1450kc, Taylor

D	5.00	5.00	9.60	15.00	21.50	36.00
N	5.00	5.00	9.60	15.00	21.50	36.00

RATON, 8,241 pop.; Colfax Co.; TV alloc.: Chans. 46, *52.

KRTN, 250w, 1490kc, MBS, Best, BMB

D	3.00	3.00	6.00	9.60	14.40	24.00
N	3.00	3.00	6.00	9.60	14.40	24.00

ROSWELL, 25,738 pop.; 7,618 homes; 91.3% radio; 6,955 radio homes; Chaves Co.; TV alloc.: Chans. *3, 8, 10.

KGFL, 250w, 1400kc, Taylor

D	6.75	6.75	12.00	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KSWS, 250w, 1230kc, ABC, McGillvra

D	4.50	5.25	8.25	15.00	30.00	52.50
N	4.50	5.25	8.25	15.00	30.00	52.50

* * *

MARKET INDICATORS FOR NEW MEXICO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	681,187	'50	531,818	'40
Urban Population	341,889	'50	(1) 176,401	'40
Rural Population	339,298	'50	(1) 355,417	'40
Total Homes	177,128	'50	129,475	'40
Percentage Radio	90.9%	'50	53.2%	'40
Radio Homes	168,680	'50	66,609	'40
Retail Sales	$ 586,668,000	'51	$ 475,663,000	'48
Automobiles	258,838	'51	237,741	'50
Telephones	131,100	'52	53,300	'45
New Construction	$ 127,500,000	'47	$ 41,500,000	'40
Median Family Income	$ 2,301	'49		
Farm Income	$ 154,748,469	'49	$ 81,974,896	'44
Employed	206,544	'50	140,169	'40
Internal Revenue Collections	$ 80,516,053	'51	$ 57,906,231	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

SANTA FE, 27,998 pop.; 7,103 homes; 89.5% radio; 6,357 radio homes; Santa Fe Co.; TV alloc.: Chans. 2, *9, 11.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	3.00	5.75	8.75	14.00	21.00	35.00
N	4.50	7.88	13.13	21.00	31.50	52.50

KTRC, 250w, 1400kc, ABC, Young

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.75	11.25	18.00	27.00	45.00

KVSF, 1kw, 1260kc, CBS, Weed

D	6.00	10.00	16.00	24.00	40.00	
N	9.00	15.00	24.00	36.00	60.00	

SILVER CITY, 7,022 pop.; Grant Co.; TV alloc.: Chans. *10, 12.

* * *

KSIL, 250w, 1340kc, CBS, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	16.00	24.00	40.00
N	5.00	5.00	10.00	16.00	24.00	40.00

SOCORRO, 4,334 pop.; Socorro Co.; TV alloc.: Chan. 15.

TRUTH OR CONSEQUENCES (formerly HOT SPRINGS), 4,563 pop.; Sierra Co.; TV alloc.: Chan. 10.

KCHS, 250w, 1400kc, Continental

D	1.25	2.40	4.80	9.60	16.80	28.80
N	1.25	2.40	4.80	9.60	16.80	28.80

TUCUMCARI, 8,419 pop.; Quay Co.; TV alloc.: Chan. 25.

KTNM, 250w, 1400kc, MBS

D	4.50	6.00	12.00	*10.00	35.00	60.00
N	4.50	6.00	12.00	*10.00	35.00	60.00

* (15-min. rate non-commissionable—no frequency discount)

* * *

NEW MEXICO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Bernalillo	145,673	69,391	109.9	111,571	34,102	40,346	37,966	94.1	12,688	159,848	$ 2,919,392	43,647	$3,260	46,764
Catron	3,533	4,881	—27.6		3,533	949	865	91.1	550	1,233	1,994,171	476	1,578	1,194
Chaves	40,605	23,980	69.3	25,738	14,867	10,954	10,089	92.1	3,955	45,154	15,035,664	11,052	2,901	11,945
Colfax	16,761	18,718	—10.5	8,241	8,520	4,446	4,121	92.7	3,014	15,450	5,425,636	4,421	2,647	5,138
Curry	23,351	18,159	28.6	17,318	6,033	6,877	6,458	93.9	3,502	30,642	10,896,936	7,606	3,016	8,318
De Baca	3,464	3,725	—7.0		3,464	1,002	929	92.7	490	3,712	3,134,932	989	2,574	1,183
Dona Ana	39,557	30,411	30.1	12,325	27,232	9,656	8,420	87.2	3,695	30,702	19,545,610	7,782	2,246	11,380
Eddy	40,640	24,311	67.2	26,219	14,421	11,095	10,263	92.5	3,867	41,935	11,728,234	13,278	3,540	13,935
Grant	21,649	20,050	8.0	7,022	14,627	5,767	5,317	92.2	2,993	18,830	2,277,309	5,726	3,170	6,761
Guadalupe	6,772	8,646	—21.7		6,772	1,628	1,436	88.2	551	4,676	2,926,159	1,147	1,602	1,834
Harding	3,013	4,374	—31.1		3,013	748	677	90.5	450	1,852	2,730,087	582	1,656	884
Hidalgo	5,095	4,821	5.7	3,525	1,570	1,372	1,243	90.6	737	5,636	2,941,361	1,308	2,563	1,671
Lea	30,717	21,154	45.2	17,009	13,708	8,995	8,401	93.4	4,254	37,523	7,342,565	12,047	3,739	11,579
Lincoln	7,409	8,557	—13.4		7,409	2,006	1,850	92.2	1,094	5,070	3,304,543	1,475	2,357	2,297
Los Alamos	10,476			9,934	542	2,801	2,647	94.5		2,645		3,431	4,962	4,665
Luna	8,753	6,457	35.6	5,672	3,081	2,337	2,108	90.2	970	8,444	4,036,500	2,279	2,543	2,713
McKinley	27,451	23,641	16.1	11,696	15,755	5,697	5,053	88.7	2,283	19,728	1,817,257	3,805	1,604	7,923
Mora	8,720	10,981	—20.6		8,720	2,052	1,970	96.0	333	1,970	2,120,300	715	867	1,873
Otero	14,909	10,522	41.7	6,783	8,126	3,849	3,449	89.6	1,315	11,269	2,089,009	3,500	2,674	4,307
Quay	13,971	12,111	15.4	8,419	5,552	4,012	3,703	92.3	2,069	16,071	7,948,698	4,201	2,418	4,565
Rio Arriba	24,997	25,352	—1.4		24,997	5,635	4,891	86.8	1,039	7,769	1,870,192	3,147	1,478	5,729
Roosevelt	16,409	14,549	12.8	8,112	8,297	4,667	4,289	91.9	2,087	14,257	12,488,618	4,596	2,488	5,936
Sandoval	12,438	13,898	—10.5		12,438	2,625	2,305	87.8	743	2,675	755,170	3,002	880	3,140
San Juan	18,292	17,115	6.9	3,637	14,655	4,193	3,753	89.5	1,385	9,403	2,953,730	3,873	1,535	5,225
San Miguel	26,512	27,910	—5.0	13,763	12,749	6,098	5,226	85.7	2,029	14,494	4,255,793	1,527	1,449	5,377
Santa Fe	38,153	30,826	23.8	27,998	10,155	9,536	8,516	89.3	4,074	35,747	1,742,512	11,059	2,666	11,525
Sierra	7,186	6,962	3.2	4,563	2,623	2,455	2,155	87.8	877	6,083	1,677,453	2,151	1,679	2,239
Socorro	9,670	11,422	—15.3	4,334	5,336	2,361	2,045	86.6	881	4,745	2,117,051	1,643	1,655	2,531
Taos	17,146	18,528	—7.5		17,146	3,876	3,380	87.2	921	6,456	740,093	1,818	1,256	3,864
Torrance	8,012	11,026	—27.3		8,012	1,978	1,849	93.5	970	4,185	3,280,878	1,442	2,023	2,078
Union	7,372	9,095	—18.9	3,515	3,857	2,057	1,894	92.1	1,366	7,375	8,351,893	2,143	2,264	2,449
Valencia	22,481	20,245	11.0	4,495	17,986	5,058	4,461	88.2	1,427	11,079	4,083,907	3,633	1,714	5,520

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

NEW YORK

SPOT RATE FINDER

ALBANY, 134,995 pop.; 41,801 homes; 96.8% radio; 40,463 radio homes; Albany Co.; TV alloc. (Albany-Schenectady-Troy): Chans. 6 (WRGB (TV) Schenectady, now Chan. 4), *17, (N. Y. State Regents grant), 23, 41.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	13.00	18.00	25.80	51.60	81.00	135.00
N	20.50	28.00	40.50	77.50	106.50	177.50

3 AM non-affiliates, average 1-time rates

D	8.50	10.75	13.67	26.67	41.33	63.33
N	16.00	20.50	24.67	49.00	74.33	125.33

WABY, 250w, 1400kc

D	8.00	15.00	25.00	45.00	
N	8.00	15.00	25.00	45.00	

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WOKO, 5kw, 1460kc, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	13.00	25.00	39.00	45.00
N	16.00	16.00	26.00	52.00	78.00	131.00

WROW, 5kw-D, 1kw-N, 590kc, MBS, Bolling, Hooper

D	10.00	16.00	21.60	43.20	72.00	120.00
N	17.00	26.00	36.00	65.00	78.00	130.00

WROW-FM, Chan. 230, 93.9mc, 1kw, Bolling, Bonus

WPTR, 50kw, 1540kc, Weed

D	8.00	12.50	20.00	40.00	60.00	100.00
N	16.00	25.00	40.00	80.00	120.00	200.00

WXKW, 10kw, 850kc, ABC, Katz

D	16.00	20.00	30.00	60.00	90.00	150.00
N	24.00	30.00	45.00	90.00	135.00	225.00

AMSTERDAM, 32,240 pop.; 9,855 homes; 97.6% radio; 9,618 radio homes; Montgomery Co.; TV alloc.: Chan. 52.

WCSS, 250w, 1490kc, McGillvra

D	3.60	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	30.00	45.00	75.00

AUBURN, 36,722 pop.; 10,399 homes; 96.3% radio; 10,014 radio homes; Cayuga Co.; TV alloc.: Chan. 37.

WMBO, 250w, 1340kc, MBS, Clark

	SB	1M	5M	15M	30M	1 Hr
D	7.00	12.00	24.00	36.00	60.00	
N	10.00	15.00	30.00	45.00	75.00	

WMBO-FM, Chan. 241, 96.1mc, 18kw, Bonus

BATAVIA, 17,799 pop.; 5,213 homes; 97.7% radio; 5,093 radio homes; Genesee Co.; TV alloc.: Chan. 33.

WBTA, 250w, 1490kc, MBS

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

BINGHAMTON, 80,674 pop.; 23,331 homes; 96.1% radio; 22,421 radio homes; Broome Co.; TV alloc.: Chans. 12 (WNBF-TV), 40, *46.

4 AM affiliates, average 1-time rates

D	8.45	8.95	15.95	31.00	46.50	77.50
N	13.00	14.25	32.25	51.00	76.50	127.50

BINGHAMTON (ENDICOTT)

WENE, 5kw, 1430kc, ABC, Radio Reps.

D	7.50	7.50	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WINR, 1kw, 680kc, NBC, Hollingbery

D	8.00	10.00	14.00	28.00	42.00	70.00
N	10.00	15.00	24.00	48.00	72.00	120.00

WKOP, 1kw-D, 500w-N, 1360kc, MBS, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	14.00	28.00	42.00	70.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WNBF, 5kw, 1290kc, CBS, Bolling

D	10.80	10.80	19.80	36.00	54.00	90.00
N	18.00	18.00	33.00	60.00	90.00	150.00

WNBF-FM, Chan. 263, 100.5mc, 12kw, Bolling, Bonus

WNBF-TV, Chan. 12, 11.7kw-aur., 23.4kw-vis., ABC, NBC, CBS, DuMont, Bolling

D	60.00	75.00	120.00	180.00	300.00
N	80.00	100.00	160.00	240.00	400.00

BRISTOL CENTER, Ontario Co.

WVBT (FM), Chan. 236, 95.1mc, 5.3kw (For rates see Rural Radio Network listing)

BUFFALO, 580,132 pop.; 164,604 homes; 98.4% radio; 161,970 radio homes; Erie Co.; TV alloc.: [Buffalo] Chans. 17, *23 (N. Y. State Regents grant), [Buffalo-Niagara Falls] Chans. 2, 4 (WBEN-TV Buffalo) 7, 50.

4 AM affiliates, average 1-time rates

D	20.68	26.94	35.19	56.88	86.38	142.25
N	36.62	53.50	74.83	132.50	198.75	331.25

XUM

WBEN, 5kw, 930kc, NBC, Petry, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	22.00	35.00		70.00	105.00	175.00
N	50.00	65.00		136.00	204.00	340.00

WBEN-FM, Chan. 293, 106.5mc, 6kw, Petry, Bonus

WBEN-TV, Chan. 4, 10.2kw-aur.; 16.2kw-vis.; ABC, CBS, NBC, Du-Mont, Harrington, Righter & Parsons

D	57.75	57.75	87.50	140.00	210.00	350.00
N	115.50	115.50	175.00	280.00	420.00	700.00

WBNY, 250w, 1400kc, Young

D	7.50	15.00	35.00	45.00	65.00	105.00
N	7.50	15.00	40.00	80.00	110.00	190.00

WBNY-FM, Chan. 225, 92.9mc, 48kw, Bonus

WEBR, 5kw, 970kc, MBS, Katz, Pulse

D	13.25	18.25	33.00	44.00	66.00	110.00
N	17.50	35.00	82.50	110.00	165.00	275.00

WGR, 5kw, 550kc, CBS, Free & Peters

D	18.00	28.00	32.00	56.00	84.00	140.00
N	42.50	56.00	70.00	140.00	210.00	350.00

WKBW, 50kw, 1520kc, ABC, Avery-Knodel, Pulse

D	15.50	22.50	28.75	57.50	86.50	144.00
N	37.00	58.00	72.00	144.00	216.00	360.00

WWOL, 1kw-D, 1120kc, Forjoe (Rates on request)

WWOL-FM, Chan. 280, 104.1mc, 7.7kw

CHERRY VALLEY, 760 pop.; Otsego Co.

WVCV (FM), Chan. 270, 101.9mc, 5.4kw (For rates see Rural Radio Network listing)

CORAM, Suffolk Co.

WFSS (FM), Chan. 278, 97.5mc, 15kw (CP)

CORTLAND, 18,152 pop.; 5,423 homes; 96.0% radio; 4,797 radio homes; Steuben Co.

WCBA, 1kw, 1350kc, McGillvra

D	7.50	7.50	12.00	24.00	36.00	60.00
N	7.50	7.50	12.00	24.00	36.00	60.00

WCLI, 250w, 1450kc, ABC

D	6.00	6.00	10.00	20.00	30.00	50.00
N	7.50	7.50	14.00	21.00	42.00	70.00

WCLI-FM, Chan. 291, 106.1mc, 4.2kw, Meeker, Bonus

CORTLAND, 18,152 pop.; 5,423 homes; 96.7% radio; 5,244 radio homes; Cortland Co.; TV alloc.: Chan. 56.

WKRT, 1kw-D, 500w-N, 920kc, Gill-Keefe & Perna

D	6.00	7.50	12.00	24.00	36.00	60.00
N	6.00	7.50	12.00	24.00	36.00	60.00

WKRT-FM, Chan. 260, 99.9mc, 15kw, Gill-Keefe & Perna, Bonus

DE RUYTER, 561 pop.; Madison Co.

WVCN (FM), Chan. 286, 105.1mc, 5.3kw (For rates see Rural Radio Network listing)

DUNKIRK, 18,007 pop.; 5,476 homes; 96.8% radio; 5,301 radio homes; Chautauqua Co.; TV alloc.: Chan. 46.

WFCB, 500w, 1410kc

D	6.00	13.20	26.40	39.60	66.00	
N	6.00	13.20	26.40	39.60	66.00	

ELMIRA, 49,716 pop.; 14,724 homes; 96.1% radio; 14,150 radio homes; Chemung Co.; TV alloc.: Chans. 18, 24.

2 AM affiliates, average 1-time rates

D	8.00	8.50	15.00	30.00	45.00	75.00
N	9.00	9.50	19.00	38.00	57.00	95.00

WELM, 250w, 1400kc, CBS, Walker, Pulse

D	8.00	8.00	14.00	28.00	42.00	70.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WENY, 250w, 1230kc, NBC, MBS, Everett-McKinney

D	9.00	16.00	32.00	48.00	80.00
N	10.00	20.00	40.00	60.00	100.00

ENDICOTT, 20,050 pop.; 5,910 homes; 97.5% radio; 5,762 radio homes; Broome Co.

FREEPORT, 24,680 pop.; 7,136 homes; 97.7% radio; 6,972 radio homes; Nassau Co.

WGBB, 100w, 1240kc

D	8.00	10.00	20.00	37.50	70.00	
N	8.00	10.00	20.00	37.50	70.00	

FULTON, 13,922 pop.; 4,242 homes; 96.8% radio; 4,106 radio homes; Oswego Co.

WOSC, 1kw-D, 1300kc, Devney

D	5.00	6.00	12.00	24.00	36.00	60.00

GENEVA, 17,144 pop.; 4,872 homes; 96.8% radio; 4,716 radio homes; Ontario Co.

WGVA, 250w, 1240kc, ABC, Cooke, SAMS, BMB

D	7.00	8.00	16.00	32.00	48.00	80.00
N	7.00	8.00	16.00	32.00	48.00	80.00

GLENS FALLS, 19,610 pop.; 5,977 homes; 96.3% radio; 5,756 radio homes; Warren Co.; TV alloc.: Chan. 39.

WWSC, 250w, 1450kc, ABC, Rambeau

D	5.10	6.00	8.00	16.00	24.00	40.00
N	6.80	8.00	10.00	20.00	30.00	50.00

GLOVERSVILLE, 23,634 pop.; 7,839 homes; 96.1% radio; 7,533 radio homes; Fulton Co.; TV alloc.: Chan. 29.

WENT, 250w, 1340kc, CBS, Gill-Keefe & Perna

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	20.00	30.00	50.00
N		8.00	15.00	30.00	45.00	75.00

HEMPSTEAD, 29,135 pop.; 8,421 homes; 97.6% radio; 8,219 radio homes; Nassau Co.

WHLI, 250w-D, 1100kc, Conlan, Pulse, BMB

D	12.00	20.00	32.00	48.00	80.00

WHLI-FM, Chan. 252, 98.3mc, 1kw, Bonus

HORNELL, 15,649 pop.; 4,680 homes; 96.2% radio; 4,502 radio homes; Steuben Co.; TV alloc.: Chan. 50.

2 AM non-affiliates, average 1-time rates

D	7.50	9.75	15.00	24.00	36.00	60.00

WLEA, 1kw-D, 1480kc

D	7.50	7.50	12.00	24.00	36.00	60.00

WWHG, 1kw-D, 1320kc, McGillvra

D	7.50	12.00	18.00	24.00	36.00	60.00

WWHG-FM, Chan. 287, 105.3mc, 8.3kw, Bonus

(Continued on page 125)

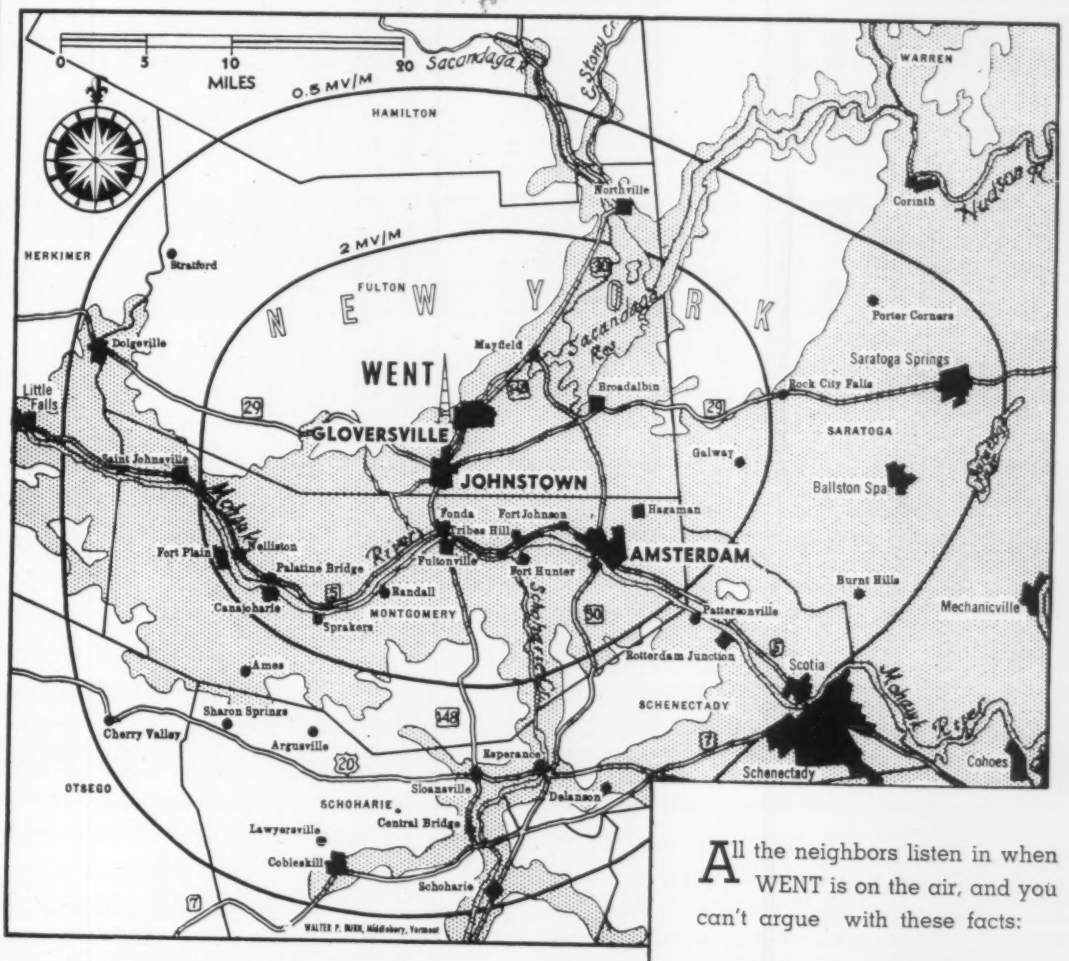
Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MARKET INDICATORS FOR NEW YORK

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	14,830,192	'50	13,479,142	'40
Urban Population	12,682,446	'50	(1) 11,165,893	'40
Rural Population	2,147,746	'50	(1) 2,313,249	'40
Total Homes	4,329,327	'50	3,662,113	'40
Percentage Radio	96.8%	'50	95.5%	'40
Radio Homes	4,043,692	'50	3,385,620	'40
Retail Sales	$17,253,744,000	'51	$14,579,879,000	'48
Automobiles	3,931,559	'51	3,735,113	'50
Telephones	5,868,400	'52	3,359,300	'45
New Construction	$2,261,300,000	'51	$ 891,500,000	'40
Farm Income	$ 632,599,207	'49	$ 503,793,663	'44
Internal Revenue Collections	$9,163,210,042	'51	$7,215,466,535	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.



RADIO STATION **WENT** 250 W 1340 KC

C. B. S. Affiliate

GLOVERSVILLE-JOHNSTOWN, N. Y.

WENT serves a prosperous dairy-farming and resort region, studded with manufacturing centers that include Gloversville, Johnstown and Amsterdam. The shaded area includes the lower Mohawk and upper Hudson Valleys below 1000-foot contour, permitting clear groundwave reception of outstanding CBS programs, augmented by carefully planned schedules of local news and talent.

SACANDAGA BROADCASTING CO.
Gloversville, N. Y.

All the neighbors listen in when WENT is on the air, and you can't argue with these facts:

WENT is the only CBS Affiliate between Utica and Troy serving this vast population.

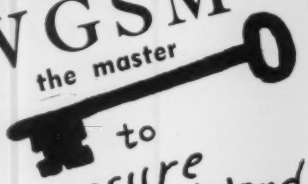
WENT has the top 20 rated programs . . . a combination of top CBS shows and local favorites.

George Bissell — President
J. Charles — Resident General Manager

GILL-KEEFE-PERNA, INC.
National Representatives

WGSM

the master



to

Treasure ~~Long~~ Island

"where a million spend a billion"

within

NASSAU-SUFFOLK COUNTIES

WGSM

. . . has the 'Hooper' on the real L. I.

. . . Powerful bonus coverage

- **WESTCHESTER** RETAIL SALES $754,926,000
- **FAIRFIELD** RETAIL SALES $642,631,000
- **NEW HAVEN** RETAIL SALES $625,632,000

WGSM

serves the WORLD'S GREATEST SUBURBAN MARKET at

740 KC

1000 WATTS

For Information Write
WGSM 379 N. Y. Ave.
Huntington, N. Y.
CALL HUNTINGTON 4-6740

68 minutes north of Grand Central . . .

Peekskill, New York, the home of radio station WLNA. From this point, 187,465 radio families who live in Westchester and Rockland counties, last year spent over 8,000,000 on retail sales.

Peekskill is where they live and where they listen to WLNA.
We sell in our market . . . You can too!

WLNA

NOW 1000 WATTS 1420 Kc

XUM

CHALK UP MORE SALES NOW!
HIGHEST HOOPER – GREATEST COVERAGE
IN THE RICH MID-HUDSON VALLEY!
Poughkeepsie–New York's Ideal Test Market!
WEOK
1000 WATTS
1390 KC

NEW YORK

SPOT RATE FINDER

(Continued from page 123)

HUDSON, 11,629 pop.; 3,484 homes; 94.7% radio; 3,299 radio homes; Columbia Co.

WHUC, 250w, 1230kc, McGillvra, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.50	5.50	8.65	17.25	28.75	51.75
N	5.50	5.50	11.50	20.15	31.00	57.50

HUNTINGTON, 9,324 pop.; Suffolk Co.

WGSM, 1kw-D, 740kc

D	12.00	12.00	16.00	32.00	48.00	80.00

ITHACA, 29,257 pop.; 7,143 homes; 97.0% radio; 6,929 radio homes; Tompkins Co.; TV alloc.: Chans. *14, 20.

WHCU, 1kw, 870kc, CBS, Conlan

D	6.00	9.00	15.00	30.00	45.00	75.00
N	6.00	9.00	25.00	50.00	75.00	125.00

WHCU-FM, Chan. 247, 97.3mc, 40kw (Rates on request)

JAMESTOWN, 43,354 pop.; 14,296 homes; 96.1% radio; 13,738 radio homes; Chautauqua Co.; TV alloc.: Chan. 58.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.85	7.75	11.50	23.00	34.50	59.50
N	7.25	8.90	14.65	29.30	43.50	72.50

WJOC, 250w, 1340kc, MBS, McGillvra

D	5.20	6.50	11.00	22.00	33.00	55.00
N	6.50	7.80	14.30	28.60	42.90	70.00

WJTN, 250w, 1240kc, ABC, Rambeau, Conlan, Hooper

D	6.50	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	15.00	30.00	45.00	75.00

WJTN-FM, Chan. 227, 93.3mc, 9.5kw, Rambeau, Bonus

KENMORE, 20,066 pop.; 6,112 homes; 99.8% radio; 6,100 radio homes; Erie Co.

WXRA, 1kw-D, 1080kc, Rambeau (Buffalo)

D	9.00	20.00	40.00	60.00	100.00
N	9.00	20.00	40.00	60.00	100.00

WXRC (FM), Chan. 277, 103.3mc, 4.6kw, Rambeau, Bonus

KINGSTON, 28,817 pop.; 8,813 homes; 95.3% radio; 8,399 radio homes; Ulster Co.; TV alloc.: Chan. 66.

WKNY, 250w, 1490kc, MBS, Meeker, Conlan

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	7.00	12.00	24.00	36.00	60.00

LIBERTY, 4,658 pop.; Sullivan Co.

WVOS, 250w, 1240kc

D	5.00	6.75	8.25	15.50	30.00
N	6.00	7.25	9.25	17.50	34.00

LITTLE FALLS, 9,541 pop.; Herkimer Co.

WLFH, 100w, 1230kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	5.00	12.00	24.00	36.00	60.00

LOCKPORT, 25,133 pop.; 7,491 homes; 97.6% radio; 7,311 radio homes; Niagara Co.

WUSJ, 250w, 1340kc

D	3.50	6.50	11.00	20.00	30.00	50.00
N	3.50	6.50	11.00	20.00	30.00	50.00

WUSJ-FM, Chan. 257, 99.3mc, 0.8kw, Bonus

MALONE, 9,501 pop.; Franklin Co.; TV alloc.: Chans. 20, *66.

WICY, 250w, 1490kc, MBS

D	3.00	5.00	10.00	12.00	18.00	30.00
N	6.00	8.00	15.00	16.00	24.00	40.00

MASSENA, 13,137 pop.; 3,655 homes; 96.7% radio; 3,534 radio homes; St. Lawrence Co.; TV alloc.: Chan. 14.

WMSA, 250w, 1340kc, ABC, Weed

D	2.00	4.00	7.00	14.00	24.00	40.00
N	2.50	5.00	10.00	20.00	30.00	50.00

WMSA-FM, Chan. 287, 105.3mc, 13kw (No rates available)

MIDDLETOWN, 22,586 pop.; 6,170 homes; 96.8% radio; 5,973 radio homes; Orange Co.; TV alloc.: Chan. 60.

WALL, 250w, 1340kc, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

NEWBURGH, 31,956 pop.; 9,971 homes; 96.1% radio; 9,582 radio homes; Orange Co.

WGNY, 1kw-D, 1220kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	14.00	28.00	42.00	70.00

NEW ROCHELLE, 59,725 pop.; 16,517 homes; 97.6% radio; 16,121 radio homes; Westchester Co.

WGNR, 500w-D, 1460kc

D	8.50	11.00	20.00	36.00	54.00	90.00

WGNR-FM, Chan. 228, 93.5mc, 1kw, Bonus

NEW YORK, 7,891,957 pop.; 2,359,911 homes; 96.9% radio; 2,286,754 radio homes; Bronx, Kings, New York, Queens, Richmond Cos.; TV alloc.: Chans. 2 (WCBS-TV), 4 (WNBT (TV)), 5 (WABD (TV)), 7 (WJZ-TV), 9 (WOR-TV), 11 (WPIX (TV)), *25, 31.

4 AM affiliates, average 1-time rates

D	102.67	119.33	163.50	293.25	456.75	640.00
N	200.00	233.33	240.00	495.00	742.50	1,237.50

11 AM non-affiliates, average 1-time rates

D	20.99	29.39	52.28	104.64	164.68	279.07
N	26.06	34.93	67.88	125.10	211.83	377.03

WABD (TV), Chan. 5, 8.2kw-aur.; 16.4kw-vis., DuMont

D	137.50	325.00	412.50	660.00	990.00	1650.00
N	212.50	500.00	550.00	880.00	1320.00	2200.00

WABF (FM), Chan. 258, 99.5mc, 20kw

D	25.00			100.00	150.00
N	25.00			135.00	200.00

(Continued on page 126)

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WWRL
NEW YORK
Powerfully Selling America's Greatest Market at the Lowest Cost. Tops in New York for
Spanish, German, Czechoslovakian, Greek, Swiss, Hungarian, Lithuanian, Ukranian, French, Syrian, Russian, Polish
NEW YORK'S No. 1 STATION FOR AMERICA'S No. 1 NEGRO MARKET
5,000 WATTS
NEwtown 9-3300

NEW YORK'S No. 1 STATION FOR JEWISH
PROGRAMS—BROADCAST IN ENGLISH . . . . .
WLIB
1190 KC 1000 WATTS

JEWISH-AMERICAN PROGRAMS DAILY—CONDUCTED IN ENGLISH TO REACH 700,000 FAMILIES—2,600,000 PEOPLE

FOR AS LITTLE AS 7½ CENTS PER THOUSAND LISTENERS*

FEATURING AN OUTSTANDING ROSTER OF ANGLO-JEWISH TALENT

Abe Lyman • Eleanor Levenson • Estelle Sternberger • Arnold Jaffe • Louis P. Goldberg • Eli Gamliel

NEW: "AMERICAN-ISRAELI FESTIVAL" SUNDAYS 3-5 PM WITH TOP INTERNATIONAL STARS

* Pulse Survey

WLIB 207 East 30th Street
New York 16, New York
ORegon 9-2720

NEW YORK

SPOT RATE FINDER

(Continued from page 125)

New York (Continued)

WBNX, 5kw, 1380kc, King, Pulse

	SB	1M	5M	15M	30M	1 Hr
D		18.00	32.00	45.00	80.00	141.75
N		24.00	45.00	80.00	141.75	257.25

WCBS, 50kw, 880kc, CBS Radio, CBS Radio Spot Sales

D	100.00	150.00	135.00	270.00	405.00	675.00
N	200.00			540.00	810.00	1,350.00

WCBS-FM, Chan. 266, 101.1mc, 5.8kw, Bonus

WCBS-TV, Chan. 2, 8.6kw-aur.; 17.3kw-vis.; CBS Television, CBS Television Spot Sales

D	250.00	250.00	450.00	600.00	900.00	1500.00
N	800.00	800.00		1600.00	2400.00	4000.00

WEVD, 5kw, 1330kc

D		15.00	35.00	75.00	125.00	215.00
N		25.00	65.00	115.00	200.00	300.00

WEVD-FM, Chan. 298, 107.5mc, 20kw (CP)

WGHF (FM), Chan. 270, 101.9mc, 20kw

D	3.50	7.50	14.00	25.00	33.75	60.00
N	5.00	10.00	18.75	33.75	45.00	80.00

WHOM, 5kw, 1480kc

D	10.00	17.50	45.00	75.00	137.50	250.00
N	15.00	25.00	63.00	105.00	192.50	350.00

WHOM-FM, Chan. 222, 92.3mc, 11kw

D		7.50	12.00	18.00	30.00	50.00
N		7.50	12.00	18.00	30.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WINS, 50kw, 1010kc

	SB	1M	5M	15M	30M	1 Hr
D	25.00	25.00		100.00	150.00	250.00
N	25.00	25.00		100.00	150.00	250.00

WJZ, 50kw, 770kc, ABC, ABC Spot Sales, Pulse, BMB

D	108.00	108.00	144.00	288.00	432.00	720.00
N	200.00	200.00	240.00	480.00	720.00	1,200.00

WJZ-FM, Chan. 238, 95.5mc, 1.5kw, Bonus

WJZ-TV, Chan. 7, 8.15kw-aur.; 16.3kw-vis.; ABC

D	170.00	170.00	279.00	372.00	558.00	930.00
N	550.00	650.00	930.00	1240.00	1860.00	3100.00

WLIB, 1kw-D, 1190kc, (L-WOWO)

D		15.00	37.50	75.00	125.00	225.00

WMCA, 5kw, 570kc, AM Radio Sales

D	24.00	40.00	60.00	120.00	180.00	300.00
N	24.00	40.00	60.00	120.00	180.00	300.00

WMGM, 50kw, 1050kc, Radio Reps.

D	36.00	60.00	120.00	240.00	360.00	600.00
N	48.00	80.00	160.00	320.00	480.00	800.00

WMGM-FM, Chan. 262, 100.3mc, 18kw

D		5.00		30.00	45.00	75.00
N		5.00		40.00	60.00	100.00

WNBC, 50kw, 660kc, NBC, Spot Sales

D	100.00	100.00	120.00	240.00	360.00	600.00
N	200.00	200.00	240.00	480.00	720.00	1,200.00

WNBC-FM, Chan. 246, 97.1mc, 1.6kw (No data available)

WNBT (TV), Chan. 4, 4.27kw-aur.; 5.40kw-vis.; NBC

D	250.00	250.00	300.00	480.00	720.00	1200.00
N	775.00	775.00	938.00	1500.00	2250.00	3750.00

WNEW, 10kw, 1130kc, Blair, Pulse, (CP 50kw)

D		60.00		200.00	300.00	500.00
N		60.00		200.00	300.00	500.00

WNYC, 1kw, 830kc, Pulse (Does not sell time)

WNYC-FM, Chan. 230, 93.9mc, 20kw

WOR, 50kw, 710kc, MBS, H-R Reps.

	SB	1M	5M	15M	30M	1 Hr
D				120.00	240.00	360.00	600.00
N				240.00	480.00	720.00	1,200.00

WOR-FM, Chan. 254, 98.7mc, 3.4kw, H-R Reps. (Consult station for rates)

WOR-TV, Chan. 9, 11kw-aur.; 22.5kw-vis.; H-R Reps.

D	80.00	120.00		240.00	360.00	600.00
N	200.00	300.00		600.00	900.00	1,500.00

WOV, 5kw, 1280kc, Pearson

D	25.00	25.00	45.00	90.00	150.00	250.00
N	25.00	25.00	45.00	90.00	150.00	250.00

WPIX (TV), Chan. 11, 10.3kw-aur.; 21.7kw-vis.; Free & Peters

D	110.00	125.00	180.00	240.00	360.00	600.00
N	200.00	300.00	450.00	600.00	900.00	1,500.00

WQXR, 10kw, 1560kc, Raymer

D	12.50	25.00	60.00	80.00	120.00	200.00
N	20.00	40.00	120.00	160.00	240.00	400.00

WQXR-FM, Chan. 242, 96.3mc, 20kw, Raymer, Bonus

WWRL, 5kw, 1600kc (Woodside)

D	14.40	22.80	36.00	48.00	84.00	138.00
N	14.40	22.80	36.00	48.00	84.00	138.00

NIAGARA FALLS, 90,872 pop.; 25,750 homes; 97.6% radio; 25,132 radio homes; Niagara Co.; TV alloc.: (see Buffalo-Niagara Falls).

2 AM non-affiliates, average 1-time rates

D	9.25	9.50	13.75	37.00	65.00	112.50

WHLD, 5kw, 1270kc, Headley-Reed

D	10.00	12.00	15.00	50.00	90.00	150.00
N	10.00	12.00	15.00	50.00	90.00	150.00

WHLD-FM, Chan. 253, 98.5mc, 46kw, Headley-Reed

D	3.00	4.00	8.00	15.00	25.00	40.00
N	4.00	5.00	10.00	25.00	40.00	60.00

WJJL, 1kw-D, 1440kc, Grant, Conlan

D	8.50	7.00	12.50	24.00	40.00	75.00

OGDENSBURG, 16,166 pop.; 4,020 homes; 96.0% radio; 3,859 radio homes; St. Lawrence Co.; TV alloc.: Chan. 24.

WSLB, 250w, 1400kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D			8.00	30.00	45.00	60.00
N			8.00	30.00	45.00	60.00

WSLB-FM, Chan. 291, 106.1mc, 3kw

OLEAN, 22,884 pop.; 6,736 homes; 96.1% radio; 6,473 radio homes; Cattaraugus Co.; TV alloc.: Chan. 54.

WHDL, 250w, 1450kc, ABC, Everett-McKinney

D	6.00	12.50	10.00	20.00	30.00	50.00
N	7.00	15.00	12.00	24.00	36.00	60.00

WHDL-FM, Chan. 239, 95.7mc, 43kw, Everett-McKinney. (See Rural Radio Network)

ONEONTA, 13,564 pop.; 4,226 homes; 96.4% radio; 4,074 radio homes; Otsego Co.; TV alloc.: Chan. 62.

WDOS, 250w, 1400kc, MBS, Radio Reps.

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	18.00	32.00	48.00	80.00

OYSTER BAY, 5,215 pop.; Nassau Co.

WKBS, 250w-D, 1520kc

D	5.00	8.00	15.00	32.00	48.00	80.00

OSWEGO, 22,647 pop.; 6,177 homes; 95.9% radio; 5,924 radio homes; Oswego Co.; TV alloc.: Chan. 31.

PATCHOGUE, 7,361 pop.; Suffolk Co.

WALK, 500w-D, 1370kc (CP)

WPAC, 250w-D, 1580kc

D	2.20	4.40	6.75	11.00	21.30	40.50

PEEKSKILL, 17,731 pop.; 4,948 homes; 98.0% radio; 4,552 radio homes; Westchester Co.

WLNA, 500w-D, 1420kc

D	5.00	7.00	12.00	24.00	36.00	60.00

(Continued on page 128)

HEARD BY MORE PEOPLE† IN THE NEGRO
COMMUNITY THAN ANY OTHER STATION*. . . . .
WLIB
1190 KC 1000 WATTS

THE ONLY STATION WITH STUDIOS IN HARLEM—Most Complete Coverage in New York

57 HOURS OF FEATURE PROGRAMS!

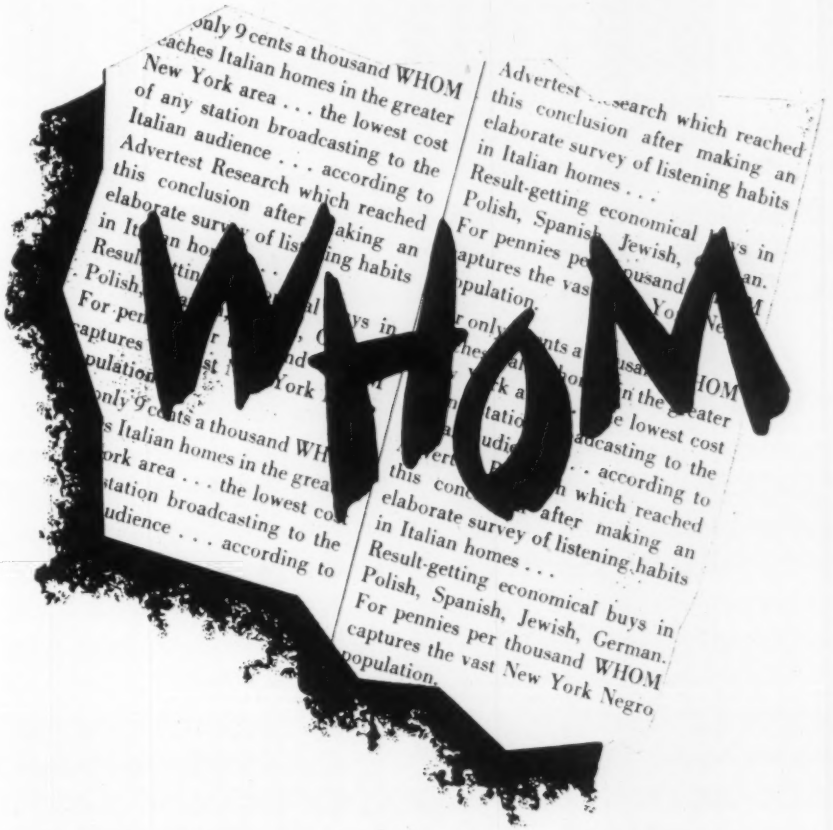
AN OUTSTANDING ROSTER OF NEGRO TALENT

Joe Bostic • Larry Fuller • Phil Gordon • Nipsey Russell • Ruth Ellington James

NEW: WALTER WHITE SHOW STARRING EXECUTIVE SECRETARY OF NAACP NOW SYNDICATED IN NATION'S MAJOR CITIES.

* Pulse—May, 1952
† N. Y. Negro Population 1,012,883 (U.S. Census 1950)

WLIB 207 East 30th Street
New York 16, New York
ORegon 9-2720



MILLIONS

of impressions at a few cents a thousand

For only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian radio audience. . . . according to ADVERTEST RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes. . . .

WHOM 1480 on your dial • 5000 watts

AM • FM *The Il Progresso Station*

136 W. 52 ST. N. Y. 19 • CI rcle 6-3900

NEW YORK

SPOT RATE FINDER

(Continued from page 126)

PLATTSBURG, 17,738 pop.; 4,554 homes; 95.4% radio; 4,345 radio homes; Clinton Co.; TV alloc.: Chan. 28.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	3.00	5.00	11.00	18.00	27.00	45.00
N	6.00	8.00	15.00	24.00	37.50	62.50

WEAV, 1kw, 960kc, ABC, Gill-Keefe & Perna

D		5.00	10.00	20.00	30.00	50.00
N		8.00	15.00	30.00	45.00	75.00

WIRY, 250w, 1340kc, MBS, Grant

D	3.00	5.00	12.00	16.00	24.00	40.00
N	6.00	8.00	15.00	18.00	30.00	50.00

POUGHKEEPSIE, 41,023 pop.; 12,575 homes; 95.3% radio; 11,984 radio homes; Dutchess Co.; TV alloc.: Chans. 21, *83.

WEOK, 1kw-D, 1390kc, Barry, Everett-McKinney, Hooper

D	8.00	10.00	16.00	32.00	48.00	80.00

WKIP, 250w, 1450kc, ABC, Conlan

D	6.00	7.00	15.00	24.00	36.00	60.00
N	7.00	8.00	18.00	28.00	42.00	70.00

WHVA (FM), Chan. 284, 104.7mc, 2.3kw (For rates see Rural Radio Network)

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

ROCHESTER, 332,488 pop.; 99,513 homes; 97.6% radio; 97,125 radio homes; Monroe Co.; TV alloc.: Chans. 5 (WHAM-TV, now Chan. 6), 10, 15, *21, (N. Y. State Regents grant), 27.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	22.00	24.25	31.25	58.75	93.75	152.50
N	38.75	42.50	55.75	107.75	163.50	270.00

2 AM non-affiliates, average 1-time rates

D	9.50	10.50	17.00	34.00	51.00	85.00

WARC, 1kw, 950kc, ABC; Raymer

D	17.00	20.00	27.00	49.00	81.00	130.00
N	30.00	35.00	45.00	85.00	130.00	215.00

WHAM, 50kw, 1180kc, NBC, Hollingbery, Hooper

D	37.00	37.00	44.00	88.00	132.00	220.00
N	65.00	65.00	88.00	176.00	264.00	400.00

WHFM (FM), Chan. 255, 98.9mc, 20kw, Hollingbery

D	3.00	3.00	6.00	12.00	18.00	30.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WHAM-TV, Chan. 6, 11.7kw-aur.; 23.4kw-vis.; Hollingbery

D	60.00	60.00	112.50	180.00	270.00	450.00
N	120.00	120.00	150.00	240.00	360.00	600.00

WHEC, 5kw, 1460kc, CBS, Everett-McKinney, Pulse, BMB

D	17.00	20.00	30.00	50.00	90.00	140.00
N	30.00	35.00	50.00	90.00	140.00	225.00

WRNY, 250w-D, 680kc, Forjoe

D	4.00	6.00	10.00	20.00	30.00	50.00

WRNY-FM, Chan. 250, 97.9mc, 7.9kw, Forjoe, Bonus

WSAY, 1kw, 1370kc, Walker, Hooper

D	15.00	15.00	24.00	48.00	72.00	120.00
N	25.00	25.00	40.00	80.00	120.00	200.00

WVET, 5kw, 1280kc, MBS, Bolling, Hooper

D	17.00	20.00	24.00	48.00	72.00	120.00
N	30.00	35.00	40.00	80.00	120.00	200.00

ROME, 41,682 pop.; 10,566 homes; 96.1% radio; 10,154 radio homes; Oneida Co.; TV alloc.: (see Utica).

WKAL, 250w, 1450kc, MBS, Cooke, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

SARANAC LAKE, 6,913 pop.; Essex, Franklin Cos.; TV alloc.: Chan. 18.

WNBZ, 250w, 1450kc, ABC, Rambeau

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	15.00	30.00	45.00	75.00

SCHENECTADY, 91,785 pop.; 28,397 homes; 97.6% radio; 27,715 radio homes; Schenectady Co.; TV alloc. (also see Albany): Chan. 35.

WBCA (FM), Chan. 266, 101.1mc, 3.5kw

D	2.50	5.00	10.00	15.00	25.00
N	5.00	10.00	20.00	30.00	50.00

WGY, 50kw, 810kc, NBC, Spot Sales

D	35.00	44.00	88.00	132.00	220.00
N	70.00	88.00	176.00	264.00	440.00

WRGB (TV), Chan. 4, 9.12kw-aur.; 18.25kw-vis., NBC, Spot Sales

D	60.00	60.00	78.13	125.00	187.50	312.50
N	125.00	125.00	156.25	250.00	375.00	625.00

WSNY, 250w, 1240kc

D	6.00	8.00	15.00	30.00	45.00	75.00
N	9.00	12.00	20.00	30.00	45.00	75.00

SYRACUSE, 220,583 pop.; 63,447 homes; 97.6% radio; 61,924 radio homes; Onondaga Co.; TV alloc.: Chans. 3 (WHAM-TV, now Chan. 6), 8 (WSYR-TV, now Chan. 5), *43.

4 AM affiliates, average 1-time rates

D	9.62	12.75	22.75	43.00	67.00	115.00
N	17.25	26.00	44.25	83.50	128.50	225.00

WAGE, 5kw-D, 1kw-N, 620kc, ABC, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	7.50	10.00	20.00	35.00	60.00	120.00
N	13.00	18.00	35.00	70.00	120.00	240.00

WFBL, 5kw, 1390kc, CBS, Free & Peters

D	10.00	15.00	25.00	45.00	70.00	110.00
N	20.00	30.00	50.00	80.00	120.00	200.00

WHEN (TV), Chan. 8, 13.5kw-aur.; 27kw-vis.; ABC, CBS, DuMont

D	55.00	55.00	75.00	120.00	180.00	300.00
N	110.00	110.00	137.00	220.00	330.00	550.00

WNDR, 5kw, 1260kc, MBS, Rambeau, Hooper

D	11.00	11.00	20.00	40.00	60.00	100.00
N	16.00	16.00	40.00	80.00	120.00	200.00

WNDR-FM, Chan. 273, 102.5mc, 8.5kw, Bonus

WSYR, 5kw, 570kc, NBC, Headley-Reed, Kettell-Carter

D	10.00	15.00	26.00	53.00	78.00	130.00
N	20.00	40.00	52.00	104.00	154.00	260.00

WSYR-FM, Chan. 233, 94.5mc, 10kw, Bonus

WSYR-TV, Chan. 5, 12.5kw-aur.; 23.6kw-vis.; NBC, Headley-Reed

D	46.00	54.00	67.00	108.00	162.00	270.00
N	77.00	90.00	112.00	180.00	270.00	450.00

WOLF, 250w, 1490kc, Walker

D	6.00	6.00	12.00	24.00	45.00	75.00
N	12.00	12.00	30.00	60.00	90.00	150.00

TROY, 72,311 pop.; 20,612 homes; 96.8% radio; 19,952 radio homes; Rensselaer Co.; TV alloc.: (see Albany).

WFLY (FM), Chan. 222, 92.3mc, 5.4kw, RRN, Gill-Keefe & Perna

D	1.88	2.81	3.75	7.50	11.25	18.75
N	2.50	3.75	5.00	10.00	15.00	25.00

WTRY, 5kw, 980kc, CBS, Headley-Reed, Hooper

D	16.00	20.00	30.00	60.00	90.00	150.00
N	25.00	35.00	45.00	90.00	135.00	225.00

WTRI (FM), Chan. 274, 102.7mc, 3.5kw, Headley-Reed, Bonus

(Continued on page 130)

IN SYRACUSE . . . TELEVISION SUPPLEMENTS RADIO

. . . Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

Survey	Date	Number of Homes Called	Number of TV Homes	TV Homes Only, Average Hours per Day	
				Radio	Television
No. 1	Oct. 51	763	493	2.90	4.50
No. 2	Dec. '51	704	493	3.24	4.76
Combined		1467	986	3.07	4.52

The Survey Also Showed:

1. An average of 2.4 radios per TV home.
2. 61 radios purchased *after* the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has *not* replaced radio—merely *supplements* it as a source of information and entertainment.

Another Significant Fact . . . WSYR BLANKETS RICH CENTRAL NEW YORK

WSYR SYRACUSE 570 KC

NBC Affiliate. WSYR-AM-FM-TV . . . the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

WTRY is a Market

. . . . . not a County

WTRY is the Albany-Troy-Schenectady market*:

27th in retail sales in the nation**
21st in per capita income**
31st in population***

The Albany-Troy-Schenectady market is 27th among the 43 top markets wherein over half the nation's sales are made.

WTRY rates, *one half less than Station B rates,* buy the largest audience, morning, afternoon, and evening, in the nation's 27th market.**

* Plus 8 other counties

** 1948 Business Census
*** 1950 Population Census
**** Fall-Winter Hooper, Oct. '50-Jan. '51

This is WTRY... The CBS Radio Network

980 kc 5000 watts represented by Headley-Reed

With just **ONE** New England medium
you can reach **7,236,100** PEOPLE
2,065,100 Families
Over $10 Billion Effective Buying Power
Over $7 Billion Retail Sales

WBZ BOSTON
50,000 watts NBC Affiliate
(synchronized with WBZA, Springfield)

Figures courtesy SALES MANAGEMENT

WESTINGHOUSE RADIO STATIONS Inc
National Representatives, FREE and PETERS

NEW YORK

SPOT RATE FINDER

(Continued from page 128)

UTICA, 101,531 pop.; 29,747 homes; 96.1% radio; 28,587 radio homes; Oneida Co.; TV alloc. (Utica-Rome): Chans. 13 (WKTV (TV) Utica), 19, *25.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	14.75	16.00	25.00	40.00	60.00	100.00
N	20.25	21.25	35.00	60.00	90.00	150.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

WGAT, 1kw-D, 500w-N, 1310kc, Meeker

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	18.00	25.00	35.00	65.00
N	11.00	11.00	25.00	35.00	70.00	125.00

WIBX, 5kw, 950kc, CBS, Colton, Bannan, Biddick, Clark, Stovin, Hooper

D	14.50	17.00	25.00	40.00	60.00	100.00
N	20.50	22.50	35.00	60.00	90.00	150.00

WIBX-FM, Chan. 245, 96.9mc, 9kw, Bonus

WKTV (TV), Chan. 13, 12.5kw-aur.; 25kw-vis.; ABC, CBS, NBC, DuMont, Cooke

D	60.00	60.00	75.00	120.00	180.00	300.00
N	75.00	75.00	100.00	160.00	240.00	400.00

WRUN, 5kw-D, 1kw-N, ABC, Avery-Knodel, Pulse

D	15.00	15.00	25.00	40.00	60.00	100.00
N	20.00	20.00	35.00	60.00	90.00	150.00

* * *

WRUN-FM, Chan. 289, 105.7mc, 4.3kw, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
N			10.00	16.00	24.00	40.00

WALTON, 3,947 pop.; Delaware Co.

WDLA, 1kw-D, 1270kc

D	4.50	5.50	8.50	11.00	17.00	30.00

WATERTOWN, 34,350 pop.; 10,284 homes; 95.3% radio; 9,896 radio homes; Jefferson Co.; TV alloc.: Chan. 48.

2 AM affiliates, average 1-time rates

D	5.00	7.00	13.00	26.00	42.00	70.00
N	8.00	11.00	22.00	44.00	66.00	110.00

WATN, 250w, 1250kc, MBS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

* * *

WWNY, 1kw, 790kc, CBS, Weed, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.00	8.00	14.00	28.00	48.00	80.00
N	6.00	12.00	24.00	48.00	72.00	120.00

WWNY-FM, Chan. 263, 100.5mc, 14.4kw, Rural Radio, Weed

D	2.50	5.00	8.00	15.00	
N	3.75	7.50	12.00	20.00	

WETHERSFIELD, Wyoming Co.

WFNF (FM), Chan. 299, 107.7mc, 5.4kw (See Rural Radio Network listing for rates)

WHITE PLAINS, 43,466 pop.; 11,997 homes; 98.4% radio; 11,805 radio homes; Westchester Co.

WFAS, 250w, 1230kc, Headley-Reed, Conlan

D	9.50	15.00	23.00	54.50	72.50	105.00
N	9.50	15.00	23.00	54.50	72.50	105.00

WFAS-FM, Chan. 280, 103.9mc, 1kw, Headley-Reed, Bonus

* * *

NEW YORK MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Albany	239,386	221,315	8.2	198,117	41,269	72,393	70,076	96.8	58,594	342,784	$ 5,854,119	67,331	20,760	$14,868,000
Allegany	43,784	39,681	10.3	6,402	37,382	12,514	12,063	96.4	9,312	36,660	8,566,162	13,027	2,994	2,148,000
Bronx	1,451,277	1,394,711	4.1	1,451,277		424,956	415,607	97.8	357,134	1,072,826	135,104		1,004,417[1]	780,006,000[1]
Broome	184,698	165,749	11.4	144,011	40,687	52,932	51,344	97.0	40,240	208,488	8,887,595	52,050	37,622	28,032,000
Cattaraugus	77,901	72,652	7.2	33,966	43,935	22,228	21,494	96.7	17,354	84,084	13,638,509	22,384	8,111	6,081,000
Cayuga	70,136	65,508	7.1	36,722	33,414	20,087	19,484	97.0	15,934	72,295	14,913,367	19,743	9,638	7,424,000
Chautauqua	135,189	123,580	9.4	81,492	53,697	41,461	40,259	97.1	32,632	162,360	17,680,031	40,372	20,533	15,348,000
Chemung	86,827	73,718	17.8	62,164	24,663	25,708	24,783	96.4	18,454	112,332	5,274,956	24,781	12,015	9,316,000
Chenango	39,138	36,454	7.4	8,816	30,322	11,447	11,138	97.3	8,883	38,929	16,377,339	12,139	3,024	1,900,000
Clinton	53,622	54,006	−0.7	21,860	31,762	13,052	12,399	95.0	9,778	48,673	9,412,480	12,668	2,774	1,960,000
Columbia	43,182	41,464	4.1	11,629	31,553	13,038	12,595	96.6	10,229	41,288	10,508,696	13,497	3,696	2,160,000
Cortland	37,158	33,668	10.4	21,396	15,762	10,719	10,387	96.9	8,615	45,289	10,136,450	11,128	5,112	3,122,000
Delaware	44,420	40,989	8.4	8,762	35,658	12,814	12,301	96.0	9,364	49,576	22,745,796	13,491	3,469	2,581,000
Dutchess	186,781	120,542	13.5	63,899	72,882	34,700	33,347	96.1	25,690	155,628	14,623,817	38,580	14,675	10,886,000
Erie	899,238	798,377	12.6	790,602	108,636	252,402	247,354	98.0	197,969	1,066,670	19,386,884	245,530	132,185	108,155,000
Essex	35,086	34,178	2.7	8,372	26,714	9,792	9,342	95.4	7,238	29,257	3,417,510	9,196	2,094	1,255,000
Franklin	44,830	44,286	1.2	19,999	24,831	12,066	11,318	93.8	8,954	49,565	8,775,765	11,925	1,849	912,000
Fulton	51,021	48,597	5.0	34,723	16,298	16,326	15,657	95.9	13,327	55,971	2,434,405	15,200	8,730	4,711,000
Genesee	47,584	44,481	7.0	22,520	25,064	13,493	12,967	96.1	10,745	52,406	11,217,910	14,769	6,168	4,778,000
Greene	28,745	27,926	2.9	8,114	20,631	8,580	8,160	95.1	7,229	34,274	5,726,472	9,570	1,706	1,057,000
Hamilton	4,105	4,188	−2.0		4,105	1,304	1,214	93.1	949	4,206	62,341	1,381	157	199,000
Herkimer	61,407	59,527	3.2	38,479	22,928	18,208	17,480	96.0	14,788	60,358	11,199,285	17,652	11,295	7,872,000
Jefferson	85,521	84,003	1.8	38,770	46,751	25,142	23,759	94.5	20,380	100,121	17,080,195	23,948	6,728	5,048,000
Kings	2,738,175	2,698,285	1.5	2,738,175		795,764	777,461	97.7	668,284	2,326,715	660,160		1,004,417[1]	780,006,000[1]
Lewis	22,521	22,815	−1.3	3,671	18,850	6,058	5,646	93.2	4,774	18,931	9,905,365	6,457	1,738	1,333,000
Livingston	40,257	38,510	4.5	11,541	28,716	10,597	10,067	95.0	8,353	35,812	12,884,098	17,065	2,770	2,937,000
Madison	46,214	39,598	16.7	19,290	26,924	13,035	12,318	94.5	9,845	49,256	14,794,756	13,857	1,208	861,000
Monroe	487,632	438,230	11.3	419,164	68,468	143,641	139,763	97.3	113,483	543,801	16,614,090	142,383	100,956	88,586,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

4 Fabulous Facts about
Boston's **CHANNEL 4** TV Station

WBZ-TV BOSTON

Reaches an area including
- 3,875,700 people
- 1,095,900 families
- $3.8 billion in retail sales
- $5.7 billion in effective buying income

WESTINGHOUSE RADIO STATIONS Inc
National Representatives, NBC Spot Sales

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Montgomery	59,594	59,142	0.8	37,936	21,658	18,063	17,431	96.5	15,281	68,707	8,218,332	16,329	15,135	10,814,000
Nassau	672,765	406,748	65.4	624,102	48,663	188,658	185,639	98.4	101,464	794,860	9,919,365	264,258	34,481	27,981,000
New York	1,960,101	1,889,924	3.7	1,960,101		625,833	593,290	94.8	499,121	4,284,792	City of,	1,193,835	1,004,417[1]	780,006,000[1]
Niagara	189,992	160,110	18.7	147,484	42,508	53,740	52,020	96.8	39,742	216,228	10,479,050	57,650	42,353	37,124,000
Oneida	222,855	203,636	9.4	159,009	63,846	62,193	59,457	95.6	48,388	254,951	21,196,884	59,447	31,469	23,143,000
Onondaga	341,719	295,108	15.8	272,405	69,314	97,213	94,297	97.0	74,709	397,935	15,157,697	97,550	50,284	39,153,000
Ontario	60,172	55,307	8.8	25,476	34,696	16,652	15,936	95.7	13,270	64,411	12,994,848	18,532	4,332	3,334,000
Orange	152,255	140,113	8.7	81,142	71,113	43,238	41,379	95.7	33,337	187,315	21,421,227	45,729	14,422	8,921,000
Orleans	29,832	27,760	7.5	11,029	18,803	8,904	8,379	94.1	7,001	28,876	8,962,641	10,012	1,810	1,072,000
Oswego	77,181	71,275	8.3	36,569	40,612	21,848	20,712	94.8	17,284	69,441	10,017,543	21,551	8,564	6,313,000
Otsego	50,763	46,082	10.2	16,291	34,472	15,153	14,183	93.6	11,450	57,683	19,403,481	15,501	1,570	865,000
Putnam	20,307	16,555	22.7		20,307	6,092	5,873	96.4	3,959	27,171	1,902,156	9,302	211	118,000
Queens	1,550,849	1,297,634	19.5	1,550,849		461,853	455,387	98.6	344,736	1,512,112	3,104,685		1,044,417[1]	780,006,000[1]
Rensselaer	132,607	121,834	8.8	94,396	38,211	38,337	36,919	96.3	31,911	144,406	7,455,681	34,976	15,675	10,384,000
Richmond	191,555	174,441	9.8	191,555		51,505	50,011	97.1	40,836	160,284	1,004,230		1,004,417[1]	780,006,000[1]
Rockland	89,276	74,261	20.2	43,551	45,725	21,667	20,952	96.7	15,033	75,077	2,231,257	25,934	8,462	5,923,000
St. Lawrence	98,897	91,098	8.6	46,089	52,808	25,548	23,657	92.6	19,413	90,317	20,426,004	24,633	7,935	5,350,000
Saratoga	74,869	65,606	14.1	40,075	34,794	21,654	20,680	95.5	16,508	70,021	5,790,887	20,324	7,435	4,773,000
Schenectady	142,497	122,494	16.3	121,480	21,017	43,469	42,339	97.4	33,534	177,240	1,976,779	45,996	42,067	36,820,000
Schoharie	22,703	20,812	9.1	3,208	226	6,611	6,095	92.2	5,003	23,241	10,073,004	7,118	316	369,000
Schuyler	14,182	12,979	9.3	3,052	11,130	4,177	3,893	93.2	3,146	13,359	3,336,605	4,454	1,071	779,000
Seneca	29,253	25,732	13.7	11,072	18,181	7,404	6,975	94.2	5,399	21,071	5,386,515	8,919	2,250	1,531,000
Steuben	91,439	84,927	7.7	40,774	50,665	26,232	24,711	94.2	20,031	89,064	15,370,494	25,949	11,424	9,166,000
Suffolk	276,129	197,355	39.9	121,883	154,246	71,615	69,610	97.2	43,682	300,789	33,135,739	107,153	7,363	5,003,000
Sullivan	40,731	37,901	7.5	8,881	31,850	12,317	11,603	94.2	9,224	68,566	8,355,021	15,474	511	277,000
Tioga	30,166	27,072	11.4	11,387	18,779	8,951	8,289	92.6	6,545	28,091	8,222,602	8,838	1,707	986,000
Tompkins	59,122	42,340	39.6	29,257	29,865	15,615	14,944	95.7	11,087	60,928	7,217,100	16,506	4,842	3,207,000
Ulster	92,621	87,017	6.4	39,984	52,637	27,905	26,398	94.6	22,088	103,785	12,121,711	29,149	7,435	4,016,000
Warren	39,205	36,035	8.8	19,610	19,595	11,732	11,204	95.5	9,044	63,716	856,826	11,782	4,537	3,083,000
Washington	47,144	46,726	0.9	18,316	28,828	13,248	12,360	93.3	10,592	36,928	11,337,198	12,672	4,739	3,142,000
Wayne	57,323	52,747	8.7	17,545	39,777	16,728	15,875	94.9	13,131	57,897	17,499,323	18,826	3,658	2,349,000
Westchester	625,816	573,558	9.1	577,601	48,215	176,312	172,786	98.0	139,523	754,926	5,294,433	194,901	46,139	37,638,000
Wyoming	32,822	31,394	4.5	10,922	21,900	9,044	8,556	94.6	7,339	30,372	12,517,897	9,574	3,036	1,684,000
Yates	17,615	16,381	7.5	5,481	12,134	5,359	5,043	94.1	4,272	20,809	5,712,912	5,615	1,001	579,000

[1] Bronx, Kings, New York, Queens, and Richmond County Figures Combined.

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

WEAV...

PLATTSBURG, N. Y.

1000 WATTS ON 960

SELLS THE RICH CHAMPLAIN VALLEY

INCLUDING RICH CLINTON, ESSEX AND FRANKLIN COUNTIES

a natural test market for you

The WEAV market, the Champlain Valley area, is naturally isolated, a compact, intensively populated area of diversified industries and rich agricultural lands.

. . . whether you want to test your advertising, a new product, or a copy theme; or if you are just bent on more sales for your already established products, WEAV can do the job for you throughout this 3-county area. Tests have proved that WEAV is the popular favorite among both farm and urban families throughout the Champlain Valley, with local programming designed to fit their needs and interests, topped by the best on ABC. Check today for WEAV availabilities that can do the job for you.

RETAIL SALES
Almost Tripled Since 1940

The entire area is growing fast, but too, WEAV listening families are buying more than they ever did before . . . a 284% increase in retail sales over the same decade . . . here are the latest market figures on the WEAV 3-county market:

Population	140,400
Radio Families	41,820
Total Annual Retail Sales	$121,276,000
Food Store Sales	32,518,000
General Merchandise Sales	11,022,000
Apparel Store Sales	7,381,000
Drug Store Sales	3,125,000

(1951-'52 Consumer Markets)

★ a fast growing, fertile market for your product's sales

WEAV ABC PLATTSBURG NEW YORK

Represented nationally by GILL-KEEFE & PERNA, N. Y., CHI., L. A., S. F.

NORTH CAROLINA

SPOT RATE FINDER

AHOSKIE, 3,579 pop.; Hertford Co.; TV alloc.: Chan. 53.
WRCS, 1kw, 970kc, Dodson

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

ALBEMARLE, 11,798 pop.; 3,422 homes; 95.8% radio; 3,278 radio homes; Stanly Co.; TV alloc.: Chan. 20.
WABZ, 1kw-D, 1010kc

D	3.00	5.00	10.00	20.00	30.00	50.00

ASHEBORO: 7,701 pop.; Randolph Co.
WGWR, 1kw-D, 1260kc, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00

WGWR-FM, Chan. 222, 92.3mc, 10kw, Bonus daytime only.

N	5.00	5.00	10.00	20.00	30.00	50.00

ASHEVILLE, 53,000 pop.; 15,028 homes; 90.0% radio; 13,525 radio homes; Buncombe Co.; TV alloc.: Chans. 13, *56, 62.

3 AM affiliates, average 1-time rates

D	7.75	7.17	12.33	22.50	36.33	60.67
N	11.75	10.50	18.00	39.00	61.00	101.67

WISE, 5kw-D, 1kw-N, NBC, Devney

D	6.00	10.00	18.00	28.00	47.00	
N	8.00	16.00	32.00	48.00	80.00	

WLOS, 5kw-D, 1kw-N, 1380kc, ABC, Taylor, Kennan & Eickleberg

D	7.00	7.00	12.00	22.00	36.00	60.00
N	10.00	10.00	18.00	40.00	60.00	100.00

WLOS-FM, Chan. 282, 104.3mc, 9.2kw, Bonus

WSKY, 250w, 1230kc, Rambeau

D	5.00	8.00	16.50	22.00	36.00
N	6.00	11.00	24.00	36.00	60.00

WWNC, 5kw, 570kc, CBS, MBS, H-R Reps., Hooper

D	8.50	8.50	15.00	27.50	45.00	75.00
N	13.50	13.50	20.00	45.00	75.00	125.00

BOONE, 2,973 pop.; Watauga Co.
WATA, 250w, 1450kc, MBS

D	3.20	8.00	16.00	24.00	40.00
N	3.20	8.00	16.00	24.00	40.00

BREVARD, 3,908 pop.; Transylvania Co.
WPNF, 250w, 1240kc

D	3.00	5.00	12.00	19.00	32.00
N	4.00	6.00	15.00	24.00	40.00

BURLINGTON, 24,560 pop.; 6,835 homes; 94.8% radio; 6,480 radio homes; Alamance Co.; TV alloc.: Chan. 63.
WBBB, 1kw-D, 920kc, MBS, McGillvra

D	5.25	7.00	14.00	22.00	35.00	60.00

WBBB-FM, Chan. 267, 101.1mc, 34kw, McGillvra, Bonus daytime only

N	3.00	3.50	7.00	14.00	21.00	35.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

WFNS, 1kw-D, 1150kc, Sears & Ayer, Dora-Clayton

	SB	1M	5M	15M	30M	1 Hr
D	4.50	5.25	10.00	18.00	30.00	52.50

WFNS-FM, Chan. 230, 93.9mc, 2kw, Sears & Ayer, Bonus

CHAPEL HILL, 9,177 pop.; Orange Co.; TV alloc.: Chan. *4.

CHARLOTTE, 134,042 pop.; 36,902 homes; 88.1% radio; 32,511 radio homes; Mecklenburg Co.; TV alloc.: Chans. 3 (WBTV(TV)), 9, 36, *42.

4 AM affiliates, average 1-time rates

D	15.42	17.23	27.59	45.80	46.83	123.88
N	26.60	30.10	51.88	85.00	135.00	231.25

WAYS, 5kw-D, 1kw-N, 610kc, ABC, Avery-Knodel

D	14.40	14.40	21.60	43.20	64.80	108.00
N	14.40	14.40	36.00	72.00	108.00	180.00

WAYS-FM, Chan. 299, 107.7mc, 7.7kw, Bonus

WBT, 50kw, 1110kc, CBS, CBS Radio Spot Sales, Hooper, BMB

D	35.00	40.00	63.75	85.00	127.50	212.50
N	70.00	80.00	127.50	170.00	255.00	425.00

WBT-FM, Chan. 260, 99.9mc, 54.6kw, CBS Radio Spot Sales

D	2.50	4.00	7.50	14.50	21.50	36.00
N	3.00	4.80	10.00	19.00	28.00	48.00

WBTV (TV), Chan. 3, 8.2kw-aur.; 16.3 kw-vis.; ABC, CBS, NBC, DuMont, CBS Radio Spot Sales

D	62.50	67.50	93.75	125.00	187.50	312.50
N	125.00	135.00	187.50	250.00	375.00	625.00

WGIV, 1kw-D, 1600kc, Forjoe, Pulse

D	6.00	6.00	12.00	24.00	36.00	60.00

WIST, 5kw-D, 1-kw-N, 930kc, MBS, Free & Peters

D	5.00	7.00	10.00	25.00	50.00	100.00
N	10.00	14.00	20.00	50.00	100.00	200.00

WIST-FM, Chan. 284, 104.7mc, 50kw
WSOC, 250w, 1240kc, NBC, H-R Reps., BMB

D	7.50	7.50	15.00	30.00	45.00	75.00
N	12.00	12.00	24.00	48.00	77.00	120.00

WSOC-FM, Chan. 276, 103.5mc, 38kw, H-R Reps., Bonus

CLINGMAN'S PEAK
WMIT (FM), Chan. 295, 106.9mc, 325kw

D	10.80	10.80	21.60	43.20	64.80	108.00
N	10.80	10.80	21.60	43.20	64.80	108.00

CLINTON, 4,414 pop.; Sampson Co.
WRRZ, 1kw-D, 880kc, ABC, Walker

D	6.00	12.00	24.00	36.00	60.00	

CONCORD, 16,486 pop.; 4,706 homes; 92.9% radio; 4,372 radio homes; Cabarrus Co.
WEGO, 1kw-D, 1410kc, KBS

D	6.00	7.50	17.50	30.00	50.00	

DUNN, 6,316 pop.; Harnett Co.
WCKB, 1kw-D, 780kc

D	4.00	5.00	8.00	18.00	30.00	50.00

* * *

MARKET INDICATORS FOR NORTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,061,929	'50	3,571,623	'40
Urban Population	1,368,101	'50	(1) 974,175	'40
Rural Population	2,693,828	'50	(1) 2,597,448	'40
Total Homes	994,361	'50	789,659	'40
Percentage Radio	87.1%	'50	61.8%	'40
Radio Homes	856,252	'50	471,863	'40
Retail Sales	$2,875,558,000	'51	$2,223,378,000	'48
Automobiles	1,129,454	'51	1,056,309	'50
Telephones	619,300	'52	283,100	'45
New Construction	$ 343,100,000	'47	$ 148,500,000	'40
Farm Income	$ 556,903,781	'49	$ 488,829,142	'44
Internal Revenue Collections	$1,256,655,643	'51	$1,131,446,603	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

DURHAM, 71,311 pop.; 18,386 homes; 90.2% radio; 16,584 radio homes; Durham Co.; TV alloc.: Chans. 11, *40, 46.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.38	7.00	11.00	23.00	37.50	62.50
N	10.00	10.50	17.00	35.00	56.75	97.50

WDNC, 5kw-D, 1kw-N, 620kc, CBS, Raymer

D	10.00	10.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WDNC-FM, Chan. 286, 105.1mc, 36kw, Raymer
(50% of AM rates)

WSSB, 250w, 1490kc, MBS, Cooke

D	2.75	4.00	7.00	16.00	30.00	50.00
N	5.00	6.00	9.00	20.00	38.50	70.00

WTIK, 1kw-D, 500w-N, 1310kc, Pearson, Hooper

D	6.00	6.00	10.00	18.00	32.00	60.00
N	6.00	6.00	10.00	18.00	32.00	60.00

ELIZABETH CITY, 12,685 pop.; 3,713 homes; 86.6% radio; 3,215 radio homes; Pasquotank Co., TV alloc.: Chan. 31.

2 AM affiliates, average 1-time rates

D	4.50	5.35	10.38	22.00	36.68	62.50
N	4.50	5.35	10.38	22.00	36.68	62.50

* * *

WCNC, 250w, 1240kc, MBS, KBS, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D		5.20	8.75	20.00	37.35	65.00
N		5.20	8.75	20.00	37.35	65.00

WGAI, 1kw-D, 500w-N, 560kc, ABC

D	4.50	5.50	12.00	24.00	36.00	60.00
N	4.50	5.50	12.00	24.00	36.00	60.00

ELKIN, 2,842 pop.; Surry Co.
WIFM, 250w, 1540kc, MBS

D	2.00	2.00	4.00	10.00	18.00	30.00

WIFM-FM, Chan. 265, 100.9mc, 0.35kw MBS

D	Bonus					
N	1.50	1.50	3.00	7.00	12.00	20.00

FAYETTEVILLE, 34,715 pop.; 9,320 homes; 81.6% radio; 7,605 radio homes; Cumberland Co.; TV alloc.: Chan. 18.

3 AM affiliates, average 1-time rates

D	4.50	6.17	9.50	20.00	30.50	52.00
N	5.50	7.50	10.83	21.67	34.50	61.33

WFAI, 250w, 1230kc, CBS

D	5.50	7.00	12.50	25.00	37.50	70.00
N	5.50	7.00	12.50	25.00	37.50	70.00

WFLB, 250w, 1490kc, ABC, Burn-Smith

D	3.00	4.00	7.00	15.00	24.00	36.00
N	4.50	5.50	8.00	16.00	30.00	54.00

WFNC, 5kw-D, 1kw-N, 1390kc, MBS, Tobacco, Walker

D	5.00	7.50	10.00	20.00	30.00	50.00
N	7.50	10.00	12.00	24.00	36.00	60.00

WFNC-FM, Chan. 251, 98.1mc, 14kw, Bonus

(Continued on page 134)

* * *

BROADCASTING TELECASTING
MARKETBOOK MAP
of
NORTH CAROLINA
Location of City and number of Standard (AM) Broadcasting Stations
Number of FM Broadcasting Stations
Number of Telecasting Stations
Scale of Miles
25 50 75 100
MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
© 1952, Broadcasting Publications, Inc.

the magnolias are marvelous but

COLOSSUS OF THE CAROLINAS

...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic —get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

NORTH CAROLINA

SPOT RATE FINDER

(Continued from page 132)

FOREST CITY, 4,971 pop.; Rutherford Co.
WBBO, 1kw-D, 780kc

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	22.00	36.00	60.00

WBBO-FM, Chan. 227, 93.3mc, 1.5kw, Bonus daytime only

N	2.50	5.00	11.00	18.00	30.00	

FUQUAY SPRINGS, 1,992 pop.; Wake Co.
WFVG, 1kw-D, 1460kc, Continental

D	6.00	12.00	27.00	45.00	75.00	

GASTONIA, 23,069 pop.; 5,937 homes; 90.2% radio; 5,355 radio homes; Gaston Co.; TV alloc.: Chan. 48.
WGNC, 250w, 1450kc, ABC, Continental

D	3.50	3.50	5.50	15.00	25.00	45.00
N	4.00	4.00	6.50	20.00	30.00	50.00

WGNC-FM, Chan. 270, 101.9mc, 11.1kw, Bonus
WLTC, 1kw-D, 1370kc, Clark

D	3.50	5.20	10.40	20.80	31.20	52.00

GOLDSBORO, 21,454 pop.; 5,784 homes; 84.2% radio; 4,870 radio homes; Wayne Co.; TV alloc.: Chan. 34.
WFMC, 1kw-D, 730kc

D	5.00	8.00	15.00	24.00	40.00	60.00

WGBR, 250w, 1400kc, ABC (CP 1kw, 1150kc)

D	5.00	5.00	11.00	22.00	33.00	55.00
N	5.00	5.00	11.00	22.00	33.00	55.00

WEQR (FM), Chan. 227, 93.3mc, 35kw

D			11.00	22.00	33.00	55.00
N			11.00	22.00	33.00	55.00

GREENSBORO, 74,389 pop.; 19,000 homes; 91.1% radio; 17,309 radio homes; Guilford Co.; TV alloc.: Chans. 2 (WFMY-TV), *51, 57.

3 AM affiliates, average 1-time rates

D	6.83	6.75	14.33	29.00	42.67	71.67
N	10.33	10.50	20.67	41.67	63.33	105.00

WBIG, 5kw, 1470kc, CBS, Hollingbery, SAMS

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

GROWING
UP FAST
IN THE FASTEST GROWING CITY
IN
EASTERN NORTH CAROLINA
15 YEARS
OF SERVICE
TO
WORLD'S FOREMOST TOBACCO CENTER
WFTC
now
5,000 watts 960 kc
Reaching out to
338,100 PEOPLE
in
TOBACCO-LAND, U.S.A.
from the Industrial Center
of the Coastal Plain
WFTC
KINSTON, N. C.
ABC CBS NBC
Nat'l. Rep.—Burn-Smith Co.

WCOG, 1kw, 1320kc, ABC, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	7.00		14.00	28.00	42.00	70.00
N	10.00		20.00	40.00	60.00	100.00

WFMY (FM), Chan. 247, 97.3mc, 33kw

D	1.50	1.50	3.10	6.25	8.75	13.75
N	2.00	2.00	4.00	8.00	12.00	20.00

WFMY-TV, Chan. 2, 0.48kw-aur.; 1.67-kw-vis.; ABC, CBS, NBC, DuMont; Harrington, Righter & Parsons

D	40.00	40.00	60.00	96.00	144.00	240.00
N	65.00	65.00	100.00	160.00	240.00	400.00

WGBG, 250w, 1400kc, MBS, Burn-Smith

D	5.00	5.00	12.00	24.00	36.00	60.00
N	7.00	7.00	15.00	30.00	45.00	75.00

GREENVILLE, 16,724 pop.; 4,202 homes; 84.2% radio; 3,538 radio homes; Pitt Co.; TV alloc.: Chan. 9.
WGTC, 5kw, 1590kc, MBS, Pearson, Conlan

D	6.00	12.00	24.00	40.00	60.00	
N	6.00	12.00	24.00	40.00	60.00	

HENDERSON, 10,996 pop.; 3,000 homes; 85.8% radio; 2,574 radio homes; Vance Co.; TV alloc.: Chan. 52.
WBID, 250w, 1450kc (CP)
WHNC, 1kw-D, 890kc, MBS, Everett-McKinney

D	5.25	6.25	12.50	25.00	37.50	56.25

WHNC-FM, Chan. 223, 92.5mc, 10kw

D	5.25	6.25	12.50	25.00	37.50	56.25

HENDERSONVILLE, 6,103 pop.; Henderson Co., TV alloc.: Chan. 27.
WHKP, 250w, 1450kc, MBS, Cooke

D	3.96	3.96	7.20	14.40	21.60	36.00
N	3.96	3.96	7.20	14.40	21.60	36.00

HICKORY, 14,755 pop.; 4,115 homes; 91.9% radio; 3,782 radio homes; Catawba Co.; TV alloc.: Chan. 30.
WHKY, 5kw-D, 1kw-N, 1290kc, ABC, Walker, Dodson

D	6.80	13.40	26.80	40.20	67.00	
N	6.80	13.40	26.80	40.20	67.00	

WIRC, 1kw-D, 630kc, Pearson

D	3.50	5.00	10.00	20.00	30.00	50.00

HIGH POINT, 39,973 pop.; 11,173 homes; 88.7% radio; 9,910 radio homes; Guilford Co.; TV alloc.: Chan. 15.
WHPE, 1kw-D, 1070kc

D	3.75	4.50	12.00	24.00	36.00	60.00

WHPE-FM, Chan. 238, 95.5mc, 37kw, Bonus day only

N	1.88	2.25	6.00	12.00	18.00	30.00

WMFR, 250w, 1230kc, ABC, Burn-Smith, Conlan

D	4.00	4.00	12.00	24.00	36.00	60.00
N	4.00	4.00	12.00	24.00	36.00	60.00

WMFR-FM, Chan. 258, 99.5mc, 38kw, Burn-Smith, Bonus

JACKSONVILLE, 3,960 pop.; Onslow Co.; TV alloc.: Chan. 16.
WJNC, 250w, 1240kc, MBS, Conlan

D	4.00	4.00	7.50	12.00	20.00	35.00
N	4.00	4.00	7.50	12.00	20.00	35.00

KANNAPOLIS, 28,448 pop.; 7,630 homes; 95.8% radio; 7,310 radio homes; Cabarrus, Rowan Cos.; TV alloc.: Chan. 59.
WGTL, 1kw-D, 870kc

D	2.94	4.20	8.40	16.80	29.40	42.00
N	4.20	6.00	12.00	24.00	42.00	60.00

KINSTON, 18,336 pop.; 4,998 homes; 85.5% radio; 4,273 radio homes; Lenoir Co.; TV alloc.: Chan. 45.

2 AM affiliates, average 1-time rates

D	4.75	5.25	10.50	19.50	30.50	50.00

WELS, 1kw-D, 1010kc, MBS, Devney

D	3.50	4.50	9.00	15.00	25.00	40.00

WFTC, 5kw-D, 1kw-N, 960kc, ABC, CBS, Burn-Smith, SAMS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

LAURINBURG, 7,134 pop.; Scotland Co., TV alloc.: Chan. 41.
WEWO, 1kw-D, 1080kc, BMB

D	5.00	5.00	10.00	25.00	40.00	60.00
N	5.00	5.00	10.00	25.00	40.00	60.00

WEWO-FM, Chan. 243, 96.5mc, 9.2kw

LEAKSVILLE, 4,045 pop.; Rockingham Co.
WLOE, 250w, 1490kc, MBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

WLOE-FM, Chan. 224, 92.7mc, 0.82kw, Bonus

LENOIR, 7,888 pop.; Caldwell Co.
WJRI, 250w, 1340kc, MBS

D	4.00	4.00	9.00	18.00	30.00	50.00
N	4.00	4.00	9.00	18.00	30.00	50.00

LEXINGTON, 13,571 pop.; 3,700 homes; 90.0% radio; 3,330 radio homes; Davidson Co.
WBUY, 250w, 1450kc, Continental

D	3.75	5.00	7.50	10.00	20.00	30.00
N	3.75	5.00	7.50	10.00	20.00	30.00

WBUY-FM, Chan. 232, 94.3mc, 305w, Bonus

LUMBERTON, 9,186 pop.; Robeson Co.; TV alloc.: Chan. 21.
WTSB, 250w, 1340kc, MBS, KBS, Continental

	SB	1M	5M	15M	30M	1 Hr
D		5.00	11.00	22.00	33.00	55.00
N		5.00	11.00	22.00	33.00	55.00

MARION, 2,740 pop.; McDowell Co.
WBRM, 1kw-D, 1250kc

D	3.60	7.80	18.00	28.80	48.00	

MAYODAN, 2,246 pop.; Rockingham Co.
WFMB (FM), Chan. 228, 93.5mc, 0.38-kw

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

MONROE, 10,140 pop.; 2,737 homes; 83.9% radio; radio homes 2,296; Union Co.
WMAP, 250w-D, 1060kc, Continental

D	2.50	3.35	5.00	10.00	18.00	30.00

MOORESVILLE, 7,121 pop.; Iredell Co.
WHIP, 1kw-D, 1350kc, KBS

D	4.00	6.00	7.50	15.00	27.50	50.00

MOREHEAD CITY, 5,144 pop.; Carteret Co.
WMBL, 1kw-D, 740kc, McGillvra

D	4.50	4.50	15.35	28.10	42.45	70.40

MORGANTON, 8,311 pop.; Burke Co.
WMNC, 250w, 1490kc, MBS

D	3.00	4.00	6.00	12.00	18.00	30.00
N	3.00	4.00	6.00	12.00	18.00	30.00

MOUNT AIRY, 7,192 pop.; Surry Co.; TV alloc.: Chan. 55.
WPAQ, 1kw-D, 740kc, Clark

D	2.00	6.30	12.00	24.00	36.00	60.00

WSYD, 250w, 1240kc, MBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.50	6.00	12.00	24.00	36.00	60.00

NEW BERN, 15,812 pop.; 4,528 homes; 79.4% radio; 3,595 radio homes; Craven Co.; TV alloc.: Chan. 13.
WHIT, 250w, 1450kc, MBS, Pearson, Conlan

D	5.00	5.00	7.50	14.00	25.00	40.00
N	5.00	5.00	7.50	14.00	25.00	40.00

NEWTON, 6,039 pop.; Catawba Co.
WNNC, 250w, 1230kc, MBS

D	2.50	2.50	5.50	15.00	25.00	45.00
N	2.50	2.50	5.50	15.00	25.00	45.00

NORTH WILKESBORO, 4,379 pop.; Wilkes Co.
WKBC, 1kw-D, 810kc, BMB

D	6.40	14.00	22.00	36.00	60.00	

OXFORD, 6,685 pop.; Granville Co.
WOXF, 250w, 1340kc

D	.75	3.50	8.00	15.00	20.00	32.00
N	.75	6.00	10.00	20.00	32.00	48.00

RALEIGH, 65,679 pop.; 16,210 homes; 93.4% radio; 15,140 radio homes; Wake Co.; TV alloc.: Chans. 5, *22, 28.

3 AM affiliates, average 1-time rates

D	13.92	16.25	22.17	42.67	65.67	106.67
N	21.83	25.83	35.00	66.00	100.67	165.00

WNAO, 10kw-D, 5kw-N, 850kc, ABC, Weed

D	8.75	8.75	14.00	28.00	42.00	70.00
N	12.50	12.50	20.00	40.00	60.00	100.00

WNAO-FM, Chan. 241, 96.1mc, 25kw, Weed, Bonus
WPTF, 50kw, 680kc, NBC, Free & Peters, BMB, Hooper

D	25.00	30.00	37.50	70.00	105.00	175.00
N	45.00	55.00	70.00	128.00	192.00	320.00

WPTF-FM, Chan. 234, 94.7mc, 15kw, Bonus
WRAL, 250w, 1240kc, MBS, Pearson

D	8.00	10.00	15.00	30.00	50.00	75.00
N	8.00	10.00	15.00	30.00	50.00	75.00

WRAL-FM, Chan. 268, 101.5mc, 54kw, Bonus

REIDSVILLE, 11,708 pop.; 3,318 homes; 88.9% radio; 2,950 radio homes; Rockingham Co.

2 AM non-affiliates, average 1-time rates

D	3.50	5.25	7.13	17.00	32.50	52.50

WFRC, 1kw, 1600kc

D	3.50	4.50	6.00	14.00	30.00	40.00
N	3.50	4.50	6.00	14.00	30.00	40.00

WREV, 250w-D, 1220kc, Continental

D	6.00	8.25	20.00	35.00	65.00	

WREV-FM, Chan. 271, 102.1mc, 1.6kw, Bonus

ROANOKE RAPIDS, 8,156 pop.; Halifax Co.; TV alloc.: Chan. 30.
WCBT, 250w, 1230kc, MBS, KBS

D	4.20	8.75	20.00	37.35	65.00	
N	4.20	8.75	20.00	37.35	65.00	

WKFM (FM), Chan. 254, 98.5mc, 16kw, Bonus

ROCKINGHAM, 3,356 pop.; Richmond Co.
WAYN, 1kw-D, 900kc

D	4.00	6.00	7.50	15.00	27.50	50.00

ROCKY MOUNT, 27,697 pop.; 7,666 homes; 88.5% radio; 6,696 radio homes; Edgecombe, Nash Cos.; TV alloc.: Chan. 50.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.00	8.00	13.25	22.75	37.00	52.50

WCEC, 1kw-D, 810kc, CBS, KBS, Pearson

D	6.00	10.50	23.50	39.00	50.00	

WFMA (FM), Chan. 264, 100.7mc, 33kw, CBS

D	3.50	6.95	15.50	36.00	43.00	

WEED, 1kw, 1390kc, ABC

D	5.00	10.00	16.00	22.00	35.00	55.00
N	7.00	15.00	20.00	30.00	50.00	75.00

WEED-FM, Chan. 221, 92.1mc, 0.27kw, Bonus

ROXBORO: 4,321 pop.; Person Co.
WRXO, 1kw-D, 1430kc

D	6.50	17.50	30.00	52.50	93.75	

SALISBURY, 20,102 pop.; 5,764 homes; 92.3% radio; 5,320 radio homes; Rowan Co.; TV alloc.: Chan. 53.

2 AM affiliates, average 1-time rates

D	6.25	6.25	12.50	25.00	37.50	62.50
N	7.50	7.50	15.00	30.00	45.00	75.00

WSAT, 1kw, 1280kc, ABC, Dodson

D	7.50	7.50	15.00	30.00	45.00	75.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WSTP, 250w, 1490kc, MBS, Burn-Smith, Crossley

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WSTP-FM, Chan. 293, 106.5mc, 20kw, Bonus all AM programs. Individual FM rates on request.
SANFORD, 10,013 pop.; 2,690 homes; 92.2% radio; 2,480 radio homes; Lee Co.; TV alloc.: Chan. 38.
WEYE, 1kw-D, 1290kc
(No rates available)
WSNS (FM), Chan. 276, 103.1mc, 0.33kw
(No rates available)
WWGP, 1kw-D, 1050kc

D	6.00	12.00	24.00	36.00	60.00	

WWGP-FM, Chan. 288, 105.5mc, 0.25kw
(No data available)
SHELBY, 15,508 pop.; 4,274 homes; 87.7% radio; 3,748 radio homes; Cleveland Co.; TV alloc.: Chan. 39.
WOHS, 250w-D, 730kc, MBS

D	5.00	5.00	10.00	20.00	30.00	50.00

WOHS-FM, Chan. 241, 96.1mc, 2.6kw, Bonus daytime only

N	2.50	2.50	5.00	10.00	15.00	25.00

SILER CITY, 2,501 pop.; Chatham Co.
WNCA, 1kw-D, 1570kc
(CP)

D	1.75	3.00	5.00	12.00	19.00	32.00

SMITHFIELD, 5,574 pop.; Johnston Co.
WMPM, 1kw-D, 1270kc

D	3.20	4.50	10.50	20.00	33.00	50.00

SOUTHERN PINES, 4,272 pop.; Moore Co.; TV alloc.: Chan. 49.
WEEB, 1kw-D, 990kc, MBS

D	4.75	4.75	8.50	15.00	26.00	40.00

STATESVILLE, 16,901 pop.; 4,743 homes; 88.1% radio; 4,179 radio homes; Iredell Co.; TV alloc.: Chan. 64.
WSIC, 250w, 1400kc, MBS

D		3.25	6.00	11.50	20.00	35.00
N		3.25	6.00	11.50	20.00	35.00

WSIC-FM, Chan. 289, 105.7mc, 2.4kw, Bonus

TARBORO, 8,120 pop.; Edgecombe Co.
WCPS, 1kw-D, 760kc

D	3.50	5.00	10.00	18.00	35.00	65.00

THOMASVILLE, 11,154 pop.; 2,845 homes; 91.6% radio; 2,606 radio homes; Davidson Co.
WTNC, 1kw-D, 790kc

D	4.75	4.75	10.00	14.00	36.00	48.00

WTNC-FM, Chan. 252, 98.3mc, 0.45kw (Consult station for rates)
WADESBORO, 3,408 pop.; Anson Co.
WADE, 1kw-D, 1210kc

D	3.00	4.00	8.00	15.00	27.50	50.00

WADE-FM, Chan. 240, 95.9mc, 0.285kw, Bonus daytime only

N	1.00	1.00	2.50	6.00	10.00	15.00

WASHINGTON, 9,698 pop.; Beaufort Co., TV alloc.: Chan. 7.
WHED, 250w, 1340kc

D	3.50	4.50	7.50	12.50	20.00	35.00
N	3.50	4.50	7.50	12.50	20.00	35.00

WRRF, 5kw-D, 1kw-N, 930kc, ABC, Walker

D	8.00	8.00	15.00	30.00	45.00	75.00
N	8.00	8.00	15.00	30.00	45.00	75.00

WAYNESVILLE, 5,295 pop.; Haywood Co.
WHCC, 250w, 1400kc, MBS

D	1.90	2.40	8.00	15.00	20.00	40.00
N	1.90	2.40	8.00	15.00	20.00	40.00

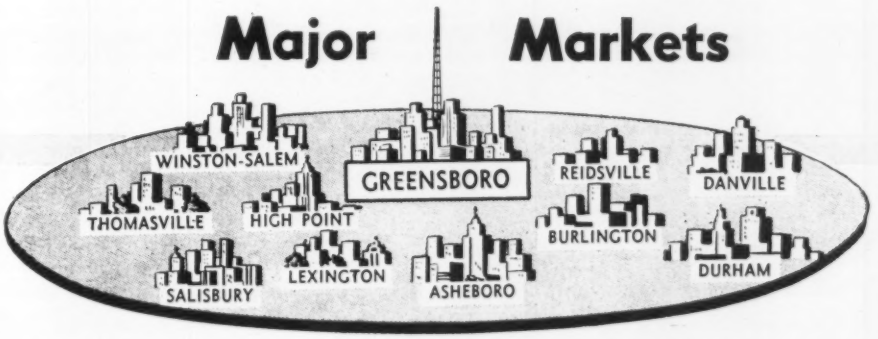
WHITEVILLE, 4,238 pop.; Columbus Co.
WENC, 250w, 1240kc, MBS, Clark

D	3.50	4.50	7.50	12.50	20.00	35.00
N	3.50	4.50	7.50	12.50	20.00	35.00

(Continued on page 136)

FOR OVER 25 YEARS

WBIG Has Been the Buy-Word For One of the South's Major Markets



Tell your story over WBIG where there are *more listeners with more dollars to spend!*

In 1951 and the first quarter of 1952 MORE RADIO SETS WERE SHIPPED INTO NORTH CAROLINA THAN ANY OTHER SOUTHERN STATE.* 181,338 sets were shipped into North Carolina in 1951. WBIG'S 16 county market showed a 33,179 set increase. Greensboro, N. C., WBIG'S home city, is the SECOND IN THE NATION WITH RETAIL SALES PER HOUSEHOLD of $6,959.**

Sources:
* RTMA
** SRDS Consumer Markets 1951-1952

WBIG MARKET DATA
16 Counties

1950 Radio Homes*	198,187
1951 Retail Sales†	$706,221,000.
1951 Gross Farm Income*	$143,662,000.
1951 Effective Buying Income†	$11,077,630,000.

* SOURCE: 1951 Broadcasting Marketbook
† SOURCE: 1952 Sales Management

WBIG

A COLUMBIA AFFILIATE

Represented by George P. Hollingbery Co.

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

NORTH CAROLINA

SPOT RATE FINDER

(Continued from page 134)

WILLIAMSTON, 4,975 pop.; Martin Co.

WIAM, 1kw-D, 900kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	15.00	20.00	30.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

WILMINGTON, 45,043 pop.; 12,770 homes; 84.6% radio; 10,803 radio homes; New Hanover Co.; TV alloc.: Chans. 6, 29, *35.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.25	7.50	13.75	23.00	31.00	51.75
N	6.80	9.05	15.15	25.65	39.50	55.25

WGNI, 250w, 1340kc, MBS, Pearson, Conlan, BMB

D	4.50	9.00	13.50	18.00	27.00	40.50
N	4.50	9.00	13.50	18.00	27.00	40.50

WMFD, 1kw, 630kc, ABC, Burn-Smith

D	6.00	6.00	14.00	28.00	35.00	63.00
N	9.10	9.10	16.80	33.60	42.00	70.00

WMFD-FM, Chan. 242, 96.3mc, 11kw, Bonus

* * *

WILSON, 23,010 pop.; 6,185 homes; 83.4% radio; 5,158 radio homes; Wilson Co.; TV alloc.: Chan. 56.

WGTM, 5kw, 590kc, CBS

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	15.00	30.00	45.00	75.00
N	10.00	10.00	25.00	50.00	75.00	100.00

WVOT, 1kw-D, 500w-N, 1420kc

D	5.00	6.00	10.00	16.50	30.00	50.00
N	7.00	7.00	15.00	25.00	40.00	65.00

WINSTON-SALEM, 87,811 pop.; 24,311 homes; 88.3% radio; 21,467 radio homes; Forsyth Co.; TV alloc.: Chans. 12, 26, *32.

3 AM affiliates, average 1-time rates

D	7.33	7.33	14.00	28.33	45.00	76.67
N	10.67	10.67	20.67	41.67	63.33	106.67

* * *

WAAA, 1kw-D, 980kc, Dora-Clayton

	SB	1M	5M	15M	30M	1 Hr
D			10.00	25.00	35.00	60.00

WAIR, 250w, 1340kc, ABC, Walker, Conlan

D	6.00	6.00	10.00	20.00	40.00	70.00
N	8.00	8.00	15.00	30.00	45.00	80.00

WAIR-FM, Chan. 226, 93.1mc, 34kw, Walker, Bonus

WSJS, 5kw, 600kc, NBC, Headley-Reed

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

WSJS-FM, Chan. 281, 104.1mc, 48kw, Headley-Reed, Bonus

WTOB, 1kw, 1380kc, CBS, MBS, Taylor

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

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NORTH CAROLINA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Total Motor Vehicles	1949 Median Fam. Income	1950 Employed
Alamance	71,220	57,427	24.0	29,586	41,634	18,410	17,011	92.4	9,675	$60,844	$4,227,903	24,078	$2,918	30,604
Alexander	14,554	13,454	8.2		14,554	3,513	3,021	86.0	1,596	5,669	1,850,916	4,413	1,521	5,107
Allegany	8,155	8,341	—2.2		8,155	2,116	1,741	82.3	860	2,717	1,616,109	2,136	1,007	2,685
Anson	26,781	28,443	—5.8	3,408	23,373	6,219	5,212	83.8	2,731	14,336	4,105,048	6,151	1,371	8,836
Ashe	21,878	22,664	—3.5		21,878	5,191	4,319	83.2	2,218	6,226	3,005,639	4,272	981	6,920
Avery	13,352	13,561	—1.5		13,352	3,067	2,555	83.3	1,285	3,268	1,154,908	2,547	1,200	3,769
Beaufort	37,134	36,431	1.9	12,226	24,908	9,224	7,582	82.2	3,822	27,557	9,398,202	8,964	1,421	13,295
Bertie	26,439	26,201	0.9		26,439	5,801	4,792	82.6	2,273	14,193	9,008,272	6,255	1,390	9,314
Bladen	29,703	27,156	9.4		29,703	6,550	5,404	82.5	2,342	13,310	6,257,539	6,309	1,507	9,828
Brunswick	19,238	17,125	12.3		19,238	4,397	3,601	81.9	1,406	4,115	2,869,103	3,771	1,459	5,849
Buncombe	124,403	108,755	14.4	58,437	65,966	32,855	29,504	89.8	19,024	115,222	4,033,127	35,089	2,498	45,143
Burke	45,518	38,615	17.9	11,041	34,477	10,591	9,532	90.0	5,242	21,713	970,650	11,445	2,252	16,152
Cabbarrus	63,783	59,393	7.4	42,107	21,676	16,682	15,631	93.7	10,315	57,677	2,683,491	23,301	2,846	27,803
Caldwell	43,352	35,795	21.1	7,888	35,464	10,440	9,198	88.1	4,775	24,535	1,137,013	10,498	2,181	15,101
Camden	5,223	5,440	—4.0		5,223	1,322	1,140	86.2	656	981	1,702,117	1,302	1,431	2,639
Cartaret	23,059	18,284	26.1	8,356	14,703	5,925	4,965	83.8	2,321	12,643	1,554,279	5,591	2,141	7,208
Caswell	20,870	20,032	4.2		20,870	4,439	3,684	83.0	1,691	3,893	5,932,464	5,477	1,544	6,576
Catawba	61,794	51,653	19.6	20,794	41,000	16,108	14,819	92.0	8,733	46,896	3,014,190	17,067	2,494	252,885
Chatham	25,392	24,726	2.7	2,501	22,891	6,191	5,361	86.6	2,827	13,714	5,929,986	7,199	1,673	9,342
Cherokee	18,294	18,813	—2.8		18,294	4,305	3,633	84.4	1,902	8,368	684,997	3,071	1,152	5,027
Chowan	12,540	11,572	8.4	4,468	8,072	2,888	2,342	81.1	1,200	7,195	2,641,281	3,585	1,475	4,090
Clay	6,006	6,405	—6.2		6,006	1,480	1,237	83.6	513	817	672,073	888	996	1,643
Cleveland	64,357	58,055	10.9	22,714	41,643	15,512	13,589	87.6	8,022	42,457	9,186,920	17,402	2,049	13,795
Columbus	50,621	45,663	10.9	4,238	46,383	11,599	9,581	82.6	4,331	28,186	14,868,054	10,300	1,463	17,160
Craven	48,823	31,298	56.0	15,812	33,011	11,511	9,347	81.2	3,598	31,521	6,003,891	12,361	2,078	13,564
Cumberland	96,006	59,320	61.8	38,143	57,863	20,299	16,929	83.4	6,079	68,176	5,695,594	23,254	2,355	24,081
Currituck	6,201	6,709	—7.6		6,201	1,691	1,398	82.7	704	2,118	1,975,976	2,004	1,599	1,989
Dare	5,405	6,041	—10.5		5,405	1,549	1,397	90.2	909	3,168	19,585	1,208	1,641	1,503
Davidson	62,244	53,377	16.6	24,725	37,519	16,062	14,616	91.0	8,729	41,518	3,944,016	21,688	2,467	25,350
Davie	15,420	14,909	3.4		15,420	3,930	3,498	89.0	2,003	6,801	2,029,027	5,539	2,022	5,750
Duplin	41,074	39,739	3.4		41,074	9,761	8,063	82.6	3,684	16,262	12,212,021	10,260	1,141	13,983
Durham	101,639	80,244	26.7	73,368	28,271	26,081	23,499	90.1	14,882	96,305	2,025,955	28,634	2,960	40,875
Edgecombe	51,634	49,162	5.0	21,001	30,633	11,824	9,991	84.5	5,498	34,444	15,146,932	12,048	1,980	18,324
Forsyth	146,135	126,475	15.5	96,130	50,005	39,678	35,631	89.8	22,900	117,936	4,321,243	46,561	2,760	60,759
Franklin	31,341	30,382	3.2	2,545	28,796	7,106	5,870	82.6	2,703	11,041	10,048,946	7,472	1,443	10,054
Gaston	110,836	87,531	26.6	61,223	49,613	27,905	25,617	91.8	14,656	86,204	2,727,477	30,794	2,683	45,759
Gates	9,555	10,060	—5.0		9,555	2,188	1,796	82.1	799	2,507	2,546,589	2,793	927	2,903
Graham	6,886	6,418	7.3		6,886	1,597	1,313	82.2	537	2,282	332,642	1,245	1,255	1,857
Granville	31,793	29,344	8.3	6,685	25,108	6,796	5,647	83.1	2,680	14,940	8,694,611	8,036	1,840	9,994
Greene	18,024	18,548	—2.8		18,024	3,751	3,256	86.8	2,015	5,264	11,070,665	4,145	1,455	5,492
Guilford	191,057	153,916	24.1	126,182	64,875	49,772	45,193	90.8	28,486	212,986	8,381,906	64,898	3,045	83,679
Halifax	58,377	56,512	3.3	14,059	44,318	12,980	10,825	83.4	4,967	41,576	12,575,169	12,631	1,694	20,135
Harnett	47,605	44,239	7.6	9,660	37,945	11,193	9,615	85.9	5,029	27,082	13,528,186	12,510	1,919	15,792
Haywood	37,631	34,804	8.1	10,201	27,430	9,575	8,292	86.6	4,449	23,009	2,464,804	9,271	2,439	12,277
Henderson	30,921	26,049	18.7	6,103	24,818	8,553	7,578	88.6	4,076	24,985	2,235,279	9,690	1,776	10,824
Hartford	21,453	19,352	10.9	3,579	17,874	4,767	4,042	84.8	1,854	13,821	5,812,058	5,205	1,426	7,120
Hoke	15,756	14,937	5.5		15,756	3,226	2,674	82.9	1,246	5,740	3,796,500	2,566	1,079	5,061
Hyde	6,479	7,860	—17.6		6,479	1,633	1,357	83.1	665	1,527	940,375	1,118	944	2,042
Iredell	56,303	50,424	11.7	24,022	32,281	14,579	12,946	88.8	7,621	40,648	5,836,375	18,614	2,241	21,912

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IN THE MIDDLE OF THE WORLD'S LARGEST TOBACCO MARKET

WGTM
WILSON, N.C.

SELLS 'EM!

1,275,800 PEOPLE*
whose 1951 EBI was
$1,155,020,000.00*
who "went to market" to the tune of
$806,083,000.00 in '51*

5,000 WATTS FULL TIME ★ 590 KILOCYCLES ★ CBS AFFILIATE

Allen Wanamaker, General Manager ★ Wilson, N. C. ★ The Walker Representation Co., New York City

*SM SURVEY OF BUYING POWER, May 10, 1952—29 Counties Covered by WGTM.

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Total Motor Vehicles	1949 Median Fam. Income	1950 Employed
Jackson	19,261	19,366	—0.5		19,261	4,438	3,644	82.1	1,664	7,479	701,972	3,739	1,289	5,580
Johnston	65,906	63,798	3.3	8,213	57,693	15,690	13,321	84.9	7,063	34,445	21,622,911	24,736	1,496	21,942
Jones	11,004	10,926	0.7		11,004	2,368	1,942	82.0	862	2,259	4,136,114	2,417	1,391	3,182
Lee	23,522	18,743	25.5	10,013	13,509	5,744	5,141	89.5	2,718	17,339	3,320,573	7,720	2,243	8,795
Lenoir	45,953	41,211	11.5	18,336	27,617	10,868	9,292	85.5	5,182	37,074	11,942,216	11,653	1,682	15,724
Lincoln	27,459	24,187	13.5	5,423	22,036	6,585	5,867	89.1	3,411	15,670	3,602,276	8,771	1,904	9,985
McDowell	25,720	22,996	11.8	5,641	20,079	6,332	5,509	87.0	2,893	14,356	620,804	6,253	2,114	8,944
Macon	16,174	15,880	1.9		16,174	3,944	3,234	82.0	1,453	6,690	983,575	3,212	1,232	4,684
Madison	20,522	22,522	—8.9		20,522	4,818	3,951	82.0	2,048	5,503	3,210,579	3,631	1,026	6,344
Martin	27,938	26,111	7.0	4,975	22,963	5,994	4,927	82.2	2,178	16,301	10,471,405	6,403	1,403	8,877
Mecklenburg	197,052	151,826	29.8	140,930	56,122	52,639	46,954	89.2	26,847	251,859	4,474,389	66,823	3,180	84,686
Mitchell	15,143	15,980	—5.2		15,143	3,688	3,220	87.3	1,924	6,426	732,828	3,077	1,239	4,568
Montgomery	17,260	16,280	6.0		17,260	4,311	3,764	87.3	1,923	10,631	1,599,849	5,607	1,629	6,491
Moore	33,129	30,969	7.0	4,272	28,857	8,334	7,192	86.3	3,631	23,851	4,863,089	10,267	1,926	11,674
Nash	59,919	55,608	7.8	14,816	45,103	13,673	11,554	84.5	6,246	44,854	18,533,840	16,353	1,876	20,653
New Hanover	63,272	47,935	32.0	45,043	18,229	17,553	15,166	86.4	7,803	70,152	1,522,839	18,011	2,250	23,787
Northhampton	28,432	28,299	0.5		28,432	6,092	5,026	82.5	1,950	8,566	9,429,321	5,887	1,287	8,769
Onslow	42,047	17,939	134.4	7,663	34,384	8,226	6,910	84.0	1,445	14,025	4,540,501	8,933	2,293	8,411
Orange	34,435	23,072	49.3	9,177	25,258	7,782	7,012	90.1	3,374	18,444	3,591,887	8,470	2,457	12,114
Pamlico	9,993	9,706	3.0		9,993	2,468	2,019	81.8	817	1,980	2,048,817	2,144	1,358	2,911
Pasquotank	24,347	20,568	18.4	12,685	11,662	6,374	5,482	86.0	2,998	23,644	3,131,797	6,664	1,969	8,269
Pender	18,423	17,710	4.0		18,423	4,241	3,444	81.2	1,449	4,437	3,613,960	3,950	1,203	5,918
Perquimans	9,602	9,773	—1.7		9,602	2,367	1,979	83.6	1,001	5,838	2,026,082	2,941	1,259	3,020
Person	24,361	25,029	—2.7	4,321	20,040	5,635	4,745	84.2	2,629	13,853	6,271,060	6,930	1,845	8,013
Pitt	63,789	61,244	4.2	19,666	44,123	14,376	12,105	84.2	6,802	46,867	22,220,171	16,289	1,601	21,244
Polk	11,627	11,874	—2.1		11,627	3,031	2,658	87.7	1,511	5,164	719,023	2,804	1,586	3,924
Randolph	50,804	44,554	14.0	7,701	43,103	13,360	12,037	90.1	6,595	30,672	4,745,639	17,543	2,311	21,132
Richmond	39,597	36,810	7.6	13,597	26,000	9,751	8,444	86.6	4,619	31,446	2,890,190	10,228	2,438	14,853
Robeson	87,769	76,860	14.2	9,186	78,583	19,122	15,795	82.6	6,788	53,969	21,898,279	18,533	1,481	30,596
Rockingham	64,816	57,898	11.9	24,924	39,892	16,630	14,984	90.1	8,865	40,955	8,002,034	19,875	2,384	25,598
Rowan	75,410	69,206	9.0	30,973	44,437	20,228	18,792	92.9	12,697	52,815	3,677,960	24,563	2,765	30,376
Rutherford	46,356	45,577	1.7	15,502	30,854	11,649	10,333	88.7	6,349	28,000	2,511,150	12,127	1,911	16,655
Sampson	49,780	47,440	4.9	4,414	45,366	11,382	9,288	81.6	4,239	20,161	13,520,474	12,919	1,142	16,185
Scotland	26,336	23,232	13.4	7,134	19,202	5,982	4,898	81.6	2,090	16,506	3,348,691	5,204	1,550	8,799
Stanly	37,130	32,834	13.1	11,798	25,332	9,882	9,082	91.9	5,419	26,142	2,654,696	13,018	2,301	14,640
Stokes	21,520	22,656	—5.0		21,520	5,223	5,009	95.9	2,639	5,399	7,045,553	6,123	1,845	7,131
Surry	45,593	41,783	9.1	12,971	32,622	11,425	10,100	88.4	5,605	34,458	8,138,752	14,365	2,075	16,470
Swain	9,921	12,177	—18.5		9,921	2,289	1,893	82.7	941	4,101	196,825	1,568	1,189	2,652
Transylvania	15,194	12,241	24.1	3,908	11,286	3,681	3,217	87.4	1,570	9,151	467,902	3,723	1,741	4,805
Tyrell	5,048	5,556	—9.1		5,048	1,196	1,011	84.5	579	1,613	987,946	951	1,145	1,632
Union	42,034	39,097	7.5	10,140	31,894	10,202	8,825	86.5	4,997	28,917	7,395,001	12,529	1,795	14,677
Vance	32,101	29,961	7.1	10,996	21,105	7,657	6,470	84.5	3,290	25,723	5,851,376	8,367	2,055	11,559
Wake	136,450	109,544	24.6	72,447	64,003	33,305	29,941	89.9	16,529	142,857	16,474,188	56,426	2,626	51,631
Warren	23,539	23,145	1.7		23,539	5,015	3,972	79.2	1,440	9,830	5,605,879	4,811	1,205	7,742
Washington	13,180	12,323	7.0	4,486	8,694	3,039	2,601	85.6	1,200	6,494	1,454,936	3,072	1,824	4,141
Watauga	18,342	18,114	1.3	2,973	15,369	4,317	3,669	85.0	2,008	7,246	2,031,290	1,344	1,063	5,482
Wayne	64,267	58,328	10.2	25,186	39,081	15,047	12,670	84.2	6,736	50,930	14,662,569	18,077	1,542	20,380
Wilkes	45,243	43,003	5.2	4,379	40,864	10,772	8,919	82.8	4,086	21,336	5,733,085	10,774	1,403	14,203
Wilson	54,506	50,219	8.5	23,010	31,496	12,767	10,737	84.1	6,191	39,533	17,412,600	14,544	1,907	18,881
Yadkin	22,133	20,657	7.1		22,133	5,597	4,875	87.1	2,566	6,383	5,508,365	6,786	1,830	7,772
Yancey	16,306	17,202	—5.2		16,306	3,800	3,112	81.9	1,475	4,616	1,436,011	2,683	1,212	4,701

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

IN

NORTH CAROLINA

A 15-COUNTY MARKET
with
$580,950,000* RETAIL SALES

WSJS DELIVERS

* Sales Management 1952
Survey of Buying Power

MORE VALUE
FOR YOUR
ADVERTISING DOLLAR

WSJS
The Journal Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate

NORTH DAKOTA

SPOT RATE FINDER

BISMARCK, 18,640 pop.; 5,308 homes; 97.8% radio; 5,191 radio homes; Burleigh Co.; TV. alloc.: Chans. 5, 12, 18, *24.
KFYR, 5kw, 550kc, NBC, Blair, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	34.00	80.00	120.00	200.00

BOTTINEAU, 2,268 pop.; Bottineau Co.; TV alloc.: Chan. 16.

CARRINGTON, 2,101 pop.; Foster Co.; TV alloc.: Chan. 26.

DEVILS LAKE, 6,427 pop.; Ramsey Co.; TV alloc.: Chans. 8, 14.
KDLR, 250w, 1240kc, MBS

D	5.00	5.00	9.50	17.50	30.00	50.00
N	5.00	5.00	9.50	17.50	30.00	50.00

DICKINSON, 7,469 pop.; Stark Co.; TV alloc.: Chans. 2, 4, *17.
KDIX, 250w, 1230kc, Lawson

D	7.50	7.50	11.25	15.00	22.50	37.50
N	10.00	10.00	15.00	20.00	30.00	50.00

FARGO, 38,256 pop.; 10,680 homes; 98.5% radio; 10,520 radio homes; Cass Co.; TV alloc.: Chans, 6, 13, *34, 40.

2 AM affiliates, average 1-time rates

D	7.50	10.35	18.50	38.50	55.50	92.50
N	15.00	21.00	37.50	75.00	112.50	187.50

KFGO, 5kw, 790kc, ABC, Bolling

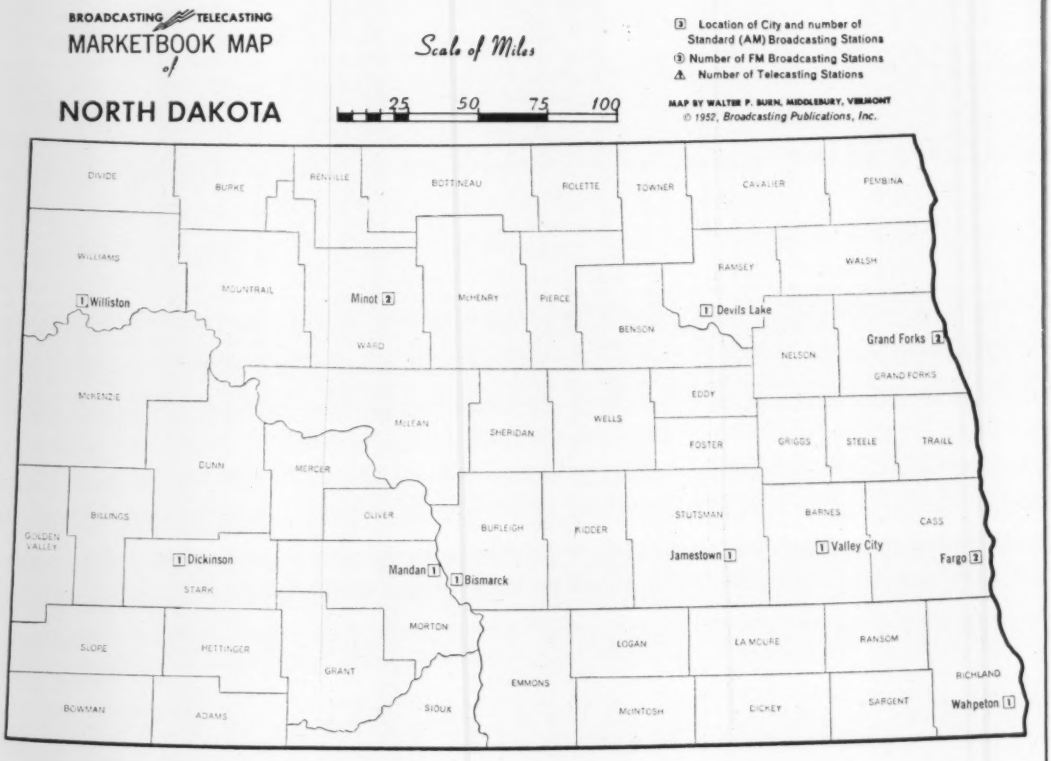
D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WDAY, 5kw, 970kc, NBC, Free & Peters, Hooper.

D	8.80	13.20	22.00	44.00	66.00	110.00
N	18.00	27.00	45.00	90.00	135.00	225.00

GRAFTON, 4,901 pop.; Walsh Co.; TV alloc.: Chan. 17.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.



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NORTH DAKOTA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Adams	4,910	4,664	5.3		4,910	1,298	1,218	93.8	963	6,125	$ 4,139,359	1,610	$3,298	1,707
Barnes	16,844	17,814	—5.2	6,851	10,033	4,619	4,480	97.0	3,945	17,614	10,268,877	5,802	2,445	6,207
Benson	10,675	12,629	—15.5		10,675	2,705	2,618	96.8	2,459	5,451	6,740,529	2,969	2,275	3,401
Billings	1,777	2,531	—29.8		1,777	450	414	92.0	423	167	1,831,983	496	....	778
Bottineau	12,140	13,253	—8.4		12,140	3,251	3,153	97.0	2,851	9,823	11,729,019	3,897	2,693	4,347
Bowman	4,001	3,860	3.7		4,001	1,148	1,100	95.8	822	6,291	3,301,657	1,463	3,038	1,515
Burke	6,621	7,653	—13.5		6,621	1,902	1,828	96.1	1,734	4,988	6,971,046	2,405	2,683	2,268
Burleigh	25,673	22,736	12.9	18,640	7,033	6,865	6,687	97.4	4,868	37,492	6,142,218	8,223	3,407	10,139
Cass	58,877	52,849	11.4	38,256	20,621	15,847	15,609	98.5	12,191	86,314	24,044,889	18,803	3,673	23,798
Cavalier	11,840	13,923	—15.0		11,840	2,951	2,854	96.7	2,665	9,243	10,359,454	3,521	2,534	4,124
Dickey	9,121	9,696	—5.9		9,121	2,500	2,425	97.0	2,037	9,447	5,840,719	2,937	2,043	3,642
Divide	5,967	7,086	—15.8		5,967	1,652	1,614	97.7	1,658	5,384	5,954,141	2,226	2,798	2,193
Dunn	7,212	8,376	—13.9		7,212	1,736	1,654	95.3	1,397	4,256	5,909,433	1,901	2,500	2,401
Eddy	5,372	5,741	—6.4		5,372	1,398	1,374	98.3	1,215	5,560	3,215,851	1,669	2,717	1,910
Emmons	9,715	11,699	—17.0		9,715	2,244	2,132	95.0	1,776	7,348	7,010,885	2,644	2,306	3,794
Foster	5,337	5,824	—8.4		5,337	1,456	1,399	96.1	1,221	6,595	3,694,132	1,803	2,367	1,943
Golden Valley	3,499	3,498			3,499	970	910	93.8	762	4,277	2,781,709	1,259	3,105	1,275
Grand Forks	39,443	34,518	14.3	26,836	12,607	10,327	10,100	97.8	7,844	53,504	18,264,653	11,012	3,403	14,548
Grant	7,114	8,264	—13.9		7,114	1,726	1,626	94.2	1,355	4,416	4,800,577	2,019	2,368	2,508
Griggs	5,460	5,818	—6.2		5,460	1,476	1,435	97.2	1,231	5,051	4,708,756	1,848	2,620	1,963
Hettinger	7,100	7,457	—4.8		7,100	1,721	1,647	95.7	1,337	9,297	4,193,336	2,256	2,992	2,275
Kidder	6,168	6,692	—7.8		6,168	1,574	1,525	96.9	1,263	4,071	4,537,835	1,727	2,034	2,282
La Moure	9,498	10,298	—7.8		9,498	2,481	2,409	97.1	2,027	8,633	6,050,915	3,120	2,030	3,422
Logan	6,357	7,561	—15.9		6,357	1,538	1,470	95.6	1,247	4,455	4,042,470	1,857	2,048	2,131
McHenry	12,556	14,034	—10.5		12,556	3,263	3,149	96.5	2,827	9,737	10,104,961	3,826	2,458	4,169
McIntosh	7,590	8,984	—15.5		7,590	2,013	1,904	94.6	1,536	7,495	4,301,718	2,444	2,043	2,781
McKenzie	6,849	8,426	—18.7		6,849	1,888	1,816	96.2	1,805	4,611	7,385,615	2,212	2,648	2,454
McLean	18,824	16,082	17.1		18,824	4,981	4,792	96.2	3,126	13,141	11,768,607	6,090	3,205	6,361
Mercer	8,686	9,611	—9.6		8,686	2,201	2,080	94.5	1,599	6,671	5,017,796	2,700	2,902	2,784
Morton	19,295	20,184	—4.4	7,298	11,997	4,897	4,770	97.4	3,842	19,544	7,657,315	5,599	3,023	7,216
Mountrail	9,418	10,482	—10.2		9,418	2,581	2,501	96.9	2,274	8,756	8,577,586	3,332	2,913	3,412
Nelson	8,090	9,129	—11.4		8,090	2,204	2,138	97.0	1,925	8,416	6,658,615	2,706	2,368	2,960
Oliver	3,091	3,859	—19.9		3,091	741	716	96.6	671	928	3,083,991	747	3,077	1,092
Pembina	13,990	15,671	—10.7		13,990	3,625	3,538	97.6	3,166	13,015	15,073,305	4,188	3,072	4,683
Pierce	8,326	9,208	—9.6	2,907	5,419	2,036	1,961	96.3	1,661	7,261	6,369,423	2,478	2,598	2,819
Ramsey	14,373	15,626	—8.0	6,427	7,946	3,773	3,679	97.5	3,340	19,427	7,736,018	4,571	2,911	5,113
Ransom	8,876	10,061	—11.8		8,876	2,462	2,408	97.8	2,122	8,586	5,754,164	3,027	2,319	3,288
Renville	5,405	5,533	—2.3		5,405	1,476	1,455	98.6	1,299	4,958	7,048,843	1,826	3,313	1,883
Richland	19,865	20,519	—3.2	5,125	14,740	5,275	5,170	98.0	4,320	23,062	16,866,841	6,494	2,932	7,240
Rolette	11,102	12,583	—11.8		11,102	2,436	2,261	92.8	1,860	6,551	4,522,080	2,431	1,947	2,880
Sargent	7,616	8,693	—12.4		7,616	1,987	1,937	97.5	1,827	4,325	6,309,155	2,408	2,319	2,692
Sheridan	5,253	6,616	—20.6		5,253	1,349	1,294	95.9	1,255	3,214	4,502,685	1,570	2,675	1,691
Sioux	3,696	4,419	—16.4		3,696	787	724	92.0	656	1,391	1,759,737	687	1,946	993
Slope	2,315	2,932	—21.0		2,315	594	564	94.9	614	461	2,932,886	742	3,156	882
Stark	16,137	15,414	4.7	7,469	8,668	3,988	3,828	96.0	2,848	20,732	6,333,020	4,805	2,829	5,367
Steele	5,145	6,193	—16.9		5,145	1,348	1,312	97.3	1,228	3,712	6,820,038	1,723	3,070	1,979
Stutsman	24,158	23,495	2.8	10,697	13,461	5,837	5,685	97.4	4,562	26,831	10,429,284	7,289	2,939	8,728
Towner	6,360	7,200	11.7		6,360	1,706	1,645	96.4	1,520	5,851	7,047,932	2,076	2,725	2,209
Traill	11,359	12,300	—7.7		11,359	3,074	3,016	98.1	2,587	11,982	11,763,558	4,015	2,951	4,097
Walsh	18,859	20,747	—9.1	4,901	13,958	4,749	4,607	97.0	3,919	19,450	17,752,385	5,965	2,777	7,634
Ward	34,782	31,981	8.8	22,032	12,750	9,483	9,255	97.6	7,244	53,466	14,363,408	11,240	3,434	12,903
Wells	10,417	11,198	—7.0		10,417	2,827	2,739	96.9	2,386	9,525	7,765,543	3,308	2,713	3,654
Williams	16,442	16,315	0.8	7,378	9,064	4,760	4,603	96.7	3,690	22,850	8,588,931	5,754	3,188	6,097

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

GRAND FORKS, 26,836 pop.; 7,015 homes; 97.8% radio; 6,861 radio homes; Grand Forks Co.; TV alloc.: Chans. *2, 10.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.13	6.13	12.25	24.50	36.75	61.25
N	7.75	7.75	15.50	31.00	46.50	77.50

KILO, 1kw-D, 500w-N, 1440kc, CBS, Avery-Knodel, BMB

D	6.25	6.25	12.50	25.00	37.50	62.50
N	8.00	8.00	16.00	32.00	48.00	80.00

KNOX, 250w, 1400kc, MBS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

HARVEY, 2,337 pop.; Wells Co.; TV alloc.: Chan. 22.

JAMESTOWN, 10,697 pop.; 2,981 homes; 98.1% radio; 2,924 radio homes; Stutsman Co.; TV alloc.: Chans. 7, 42.

KSJB, 5kw, 600kc, CBS, Weed, BMB, Conlan

D	12.00	15.00	30.00	60.00	90.00	150.00
N	16.00	20.00	40.00	80.00	120.00	200.00

LISBON, 2,031 pop.; Ransom Co.; TV alloc.: Chan. 23.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MANDAN, 7,298 pop.; Morton Co.

KGCU, 1kw-D, 250w-N, 1270kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D	6.80	7.60	15.00	30.00	40.00	75.00
N	6.80	7.60	15.00	30.00	40.00	75.00

MINOT, 22,032 pop.; 6,093 homes; 98.0% radio; 5,971 radio homes; Ward Co.; TV alloc.: Chans. *6, 10, 13.

2 AM affiliates, average 1-time rates

D	4.35	6.88	13.80	27.88	41.40	69.00
N	7.00	11.00	20.00	40.00	60.00	100.00

KCJB, 1kw, 910kc, CBS, Weed, Hooper

D	4.50	6.75	13.60	27.75	40.80	68.00
N	8.00	12.00	20.00	40.00	60.00	100.00

KLPM, 5kw-D, 1kw-N, 1390kc, MBS, Walker, Lawson, BMB, Conlan

D	4.20	7.00	14.00	28.00	42.00	70.00
N	6.00	10.00	20.00	40.00	60.00	100.00

NEW ROCKFORD, 2,185 pop.; Eddy Co.; TV alloc.: Chan. 20.

RUGBY, 2,907 pop.; Pierce Co.; TV alloc.: Chan. 38.

VALLEY CITY, 6,851 pop.; Barnes Co.; TV alloc.: Chans. 4, 32.

KOVC, 250w, 1490kc, MBS, Conlan

D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

WAHPETON, 5,125 pop.; Richland Co.; TV alloc.: Chan. 45.

KBMW, 250w, 1450kc

D	2.55	2.55	5.00	10.50	21.00	36.00
N	3.40	3.40	6.60	14.00	28.00	48.00

WILLISTON, 7,378 pop.; Williams Co.; TV alloc.: Chans. 8, 11, *34.

KWBM, 250w, 1450kc, KBS

D	3.00	6.00	12.00	18.00	30.00	
N	4.80	8.40	16.80	25.20	42.00	

MARKET INDICATORS FOR NORTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	619,636	'50	641,935	'40
Urban Population	164,817	'50	131,923	'40
Rural Population	454,819	'50	510,012	'40
Total Homes	162,176	'50	152,043	'40
Percentage Radio	97.0%	'50	88.4%	'40
Radio Homes	158,970	'50	131,000	'40
Retail Sales	$ 661,751,000	'51	$ 607,519,000	'48
Automobiles	283,809	'51	276,027	'50
Telephones	129,900	'52	81,200	'45
New Construction	$ 80,000,000	'47	$ 26,900,000	'40
Median Family Income	$ 2,446	'49		
Farm Income	$ 400,822,179	'49	$ 364,823,240	'44
Employed	223,542	'50	200,196	'40
Internal Revenue Collections	$ 57,364,370	'51	$ 52,054,181	'50

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

OHIO

MARKET INDICATORS FOR OHIO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	7,946,627	'50	6,907,612	'40
Urban Population	5,578,274	'50	(1) 4,612,986	'40
Rural Population	2,368,353	'50	(1) 2,294,626	'40
Total Homes	2,314,557	'50	1,897,796	'40
Percentage Radio	97.4%	'50	91.7%	'40
Radio Homes	2,249,975	'50	1,697,672	'40
Retail Sales	$8,346,170,000	'51	$7,343,316,000	'48
Automobiles	2,940,388	'51	2,795,073	'50
Telephones	2,766,700	'52	1,691,500	'45
New Construction	$1,532,000,000	'51	$ 475,300,000	'40
Internal Revenue Collections	$3,288,823,863	'51	$2,435,580,906	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

CLEVELAND'S ONLY NEWS STATION ON THE AIR 24 HOURS DAILY 'ROUND THE CLOCK

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK DAY AND NIGHT

"The Family Station"

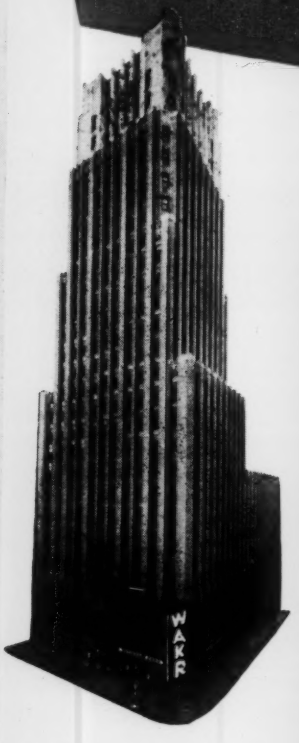
BEST BY TEST IN THE CLEVELAND MARKET!!

NAT'L. REP. FORJOE & CO.

AKRON'S **TOP** STATION

WAKR

TOWERS OVER AKRON



Akron's *FAVORITE* News Station

20 Newscasts Daily!

© 1949, SUMMIT RADIO CORPORATION

5000 WATTS

ABC

Represented by Weed & Co.

SPOT RATE FINDER

AKRON, 274,605 pop.; 80,998 homes; 98.3% radio; 79,621 radio homes; Summit Co.; TV alloc.: Chans. 49, *55, 61.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	11.42	11.42	22.00	39.67	59.50	99.17
N	17.75	17.75	35.50	69.67	104.50	173.17

WADC, 5kw, 1350kc, CBS, Hollingbery

D	12.50	12.50	25.00	44.00	66.00	110.00
N	22.50	22.50	45.00	88.00	132.00	220.00

WAKR, 5kw, 1590kc, ABC, Weed

D	15.00	15.00	27.50	48.00	72.00	120.00
N	22.50	22.50	45.00	88.00	132.00	220.00

WAKR-FM, Chan. 248, 97.5mc, 14.7kw, Weed, Bonus

WCUE, 1kw, 1150kc, Indie, Forjoe, Pulse

D	7.50	7.50	16.00	32.00	48.00	80.00
N	4.88	4.88	10.40	20.80	31.20	52.00

WHKK, 1kw, 640kc, MBS, Meeker

D	6.75	6.75	13.50	27.00	40.50	67.50
N	8.25	8.25	16.50	33.00	49.50	82.50

ALLIANCE, 22,405 pop.; 7,821 homes; 97.4% radio; 7,618 radio homes; Stark Co.

WFAH (FM), Chan. 269, 101.7mc, 1kw

D	3.75	5.00	7.50	12.50	17.50	25.00
N	3.75	5.00	7.50	12.50	17.50	25.00

ASHLAND, 14,287 pop.; 4,751 homes; 98.3% radio; 4,670 radio homes; Ashland Co.

WATG, 250w, 1340kc, McGillvra, Conlan

D	6.25	6.25	9.00	18.00	27.00	45.00
N	6.25	6.25	9.00	18.00	27.00	45.00

WATG-FM, Chan. 267, 101.3mc, 10.2kw, Bonus

ASHTABULA, 23,696 pop.; 7,010 homes; 97.9% radio; 6,863 radio homes; Ashtabula Co.; TV alloc.: Chan. 15.

WICA, 5kw-D, 1kw-N, 970kc, Conlan, BMB

D	9.00	9.00	15.00	26.00	42.00	70.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WICA-FM, Chan. 279, 103.7mc, 52kw, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

ATHENS, 11,660 pop.; 3,316 homes; 98.0% radio; 3,250 radio homes; Athens Co.; TV alloc.: Chan. 62.

WATH, 1kw-D, 1540kc

	SB	1M	5M	15M	30M	1 Hr
D		5.20	9.10	13.00	26.00	39.00

BELLAIRE, 12,573 pop.; 3,881 homes; 95.3% radio; 3,699 radio homes; Belmont Co.

WTRF, 1kw-D, 1290kc, MBS, Walker, SAMS, Crossley

D	7.50	9.00	14.00	22.50	35.00	60.00
N	8.75	10.00	16.00	28.00	47.50	75.00

WTRF-FM, Chan. 263, 100.5mc, 20kw, MBS, Walker, SAMS

D	5.00	6.50	10.00	15.00	25.00	40.00
N	5.00	6.50	10.00	15.00	25.00	40.00

BELLEFONTAINE, 10,232 pop.; 3,325 homes; 98.3% radio; 6,967 radio homes; Logan Co.; TV alloc.: Chan. 63.

WOHP, 500w-D, 1390kc

D	5.40	5.40	9.60	19.20	36.00	60.00

CAMBRIDGE, 14,739 pop.; 4,848 homes; 95.3% radio; 4,620 radio homes; Guernsey Co.; TV alloc.: Chan. 26.

WILE, 1kw-D, 1270kc, BMB

D		8.00	15.30	23.80	40.00	68.00

CANTON, 116,912 pop.; 34,840 homes; 98.1% radio; 34,178 radio homes; Stark Co., TV alloc.: Chan. 29.

2 AM non-affiliates, average 1-time rates

D	4.25	2.50	11.50	24.00	36.50	57.50

WAND, 500w-D, 900kc, McGillvra

D	4.00	4.00	10.00	22.00	34.00	50.00

WCMW, 1kw-D, 1060kc, Sears & Ayer

D	6.00		13.00	26.00	39.00	65.00

WHBC, 5kw, 1480kc, ABC, Taylor

D	8.00	8.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WHBC-FM, Chan. 231, 94.1mc, 15kw, ABC, Taylor (Sold in combination with WHBC)

CHILLICOTHE, 20,133 pop.; 6,491 homes; 97.0% radio; 6,296 radio homes; Ross Co.; TV alloc.: Chan. 56.

WBEX, 250w, 1490kc, ABC, Grant, Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CINCINNATI, 503,998 pop.; 159,124 homes; 97.0% radio; 154,350 radio homes; Hamilton Co.; TV alloc.: Chans. 5 (WLWT(TV), now Chan. 4), 9 (WCPO-TV, now Chan. 7), 12 (WKRC-TV, now Chan. 11), *48, 54, 74.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	20.73	21.57	58.06	109.37	163.00	258.75
N	35.73	37.11	106.12	200.75	301.00	473.75

WCKY, 50kw, 1530kc, Pulse

D	20.00	25.00	30.00	60.00	90.00	150.00
N	30.00	40.00	60.00	120.00	180.00	300.00

WCPO, 250w, 1230kc, MBS, Branham

D	15.25	17.75	40.00	70.00	100.00	175.00
N	15.25	17.75	40.00	70.00	100.00	175.00

WCPO-FM, Chan. 285, 105.1mc, 10kw, Bonus

WCPO-TV, Chan. 7, 12kw-aur.; 24kw-vis.; ABC, DuMont, Branham

D	65.00	127.50	170.00	255.00	425.00
N	150.00	225.00	340.00	510.00	850.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WKRC, 5kw-D, 1kw-N, 550kc, CBS, Katz, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	30.00	30.00	42.50	68.00	102.00	170.00
N	60.00	60.00	85.00	136.00	204.00	340.00

WKRC-FM, Chan. 270, 101.9mc, 12.6kw, Transit Radio (See Transit Radio listing for rates)

WKRC-TV, Chan. 11, 12.3kw-aur.; 24.5-kw-vis.; CBS, Katz

D	45.00	45.00	87.50	140.00	210.00	350.00
N	130.00	130.00	175.00	280.00	420.00	700.00

WLW, 50kw, 700kc, NBC, MBS, Nielsen

D	(on request)		119.75	239.50	360.00	540.00
N	(on request)		239.50	479.00	720.00	1080.00

WLWA (FM), Chan. 266, 101.1mc, 9kw, Bonus

WLWT (TV), Chan. 4, 19.5kw-aur.; 23.5kw-vis.; NBC

D	42.50	42.50	110.00	170.00	255.00	425.00
N	125.00	125.00	215.00	340.00	510.00	850.00

WSAI, 5kw, 1360kc, ABC, Avery-Knodel, BMB, Pulse

D	16.95	16.95	30.00	60.00	90.00	150.00
N	30.00	30.00	60.00	120.00	180.00	300.00

WSAI-FM, Chan. 274, 102.7mc, 14.7kw, Bonus

CLEVELAND, 914,808 pop.; 265,502 homes; 97.9% radio; 259,926 radio homes; Cuyahoga Co.; TV alloc.: Chans. 3 (WNBK(TV), now Chan. 4), 5 (WEWS (TV)), 8 (WXEL (TV), now Chan. 9), 19, *25, 65.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	30.12	34.12	50.50	108.50	151.50	252.50
N	58.12	61.88	87.00	174.00	261.00	435.00

4 AM non-affiliates, average 1-time rates

D	10.50	12.17	23.62	44.50	66.75	111.25
N	20.50	22.00	30.17	45.67	64.50	101.67

WDOK, 5kw, 1260kc, Walker, Pulse

D	6.00	11.00	27.50	44.00	66.00	110.00
N	11.00	20.00	50.00	80.00	120.00	200.00

WERE, 5kw, 1300kc, Taylor, Hooper

D	15.00	15.00	30.00	50.00	75.00	125.00
N	30.00	30.00	60.00	100.00	150.00	250.00

WERE-FM, Chan. 253, 98.5mc, 20kw, Bonus

WEWS (TV), Chan. 5, 8.15kw-aur.; 16.3kw-vis.; CBS, Branham

D		75.00	125.00	190.00	285.00	475.00
N		200.00	250.00	380.00	570.00	950.00

WGAR, 50kw, 1220kc, CBS, Christal

D	45.00	54.00	60.00	150.00	180.00	300.00
N	75.00	90.00	100.00	200.00	300.00	500.00

WHK, 5kw, 1420kc, MBS, Headley-Reed

D	14.00	21.00	36.00	72.00	108.00	180.00
N	42.00	42.00	72.00	144.00	216.00	360.00

WHK-FM, Chan. 264, 100.7mc, 11.5kw, Bonus

WJMO, 1kw-D, 1540kc, Young, Pulse

D	10.50	10.50	17.00	44.00	66.00	110.00

WJW, 5kw, 850kc, ABC, H-R Reps.

	SB	1M	5M	15M	30M	1 Hr
D	22.50	22.50	54.00	108.00	162.00	270.00
N	37.50	37.50	72.00	144.00	216.00	360.00

WJW-FM, Chan 281, 104.1mc, 19kw, ABC, H-R Reps., Bonus

WSRS, 250w, 1490kc, Forjoe

D	20.00	40.00	60.00	100.00	
N	15.00	30.00	45.00	75.00	

WSRS-FM (See Cleveland Heights)

WTAM, 50kw, 1100kc, NBC, NBC Spot Sales, Pulse, BMB

D	39.00	39.00	52.00	104.00	156.00	260.00
N	78.00	78.00	104.00	208.00	312.00	520.00

WTAM-FM, Chan. 289, 105.7mc, 20kw, Bonus

WNBK (TV), Chan. 4, 20.26kw-aur.; 39.22kw-vis., NBC, NBC Spot Sales

D	70.00	75.00	120.00	180.00	300.00	
N	175.00	225.00	360.00	540.00	900.00	

WXEL (TV), Chan. 9, 13kw-aur.; 26.5-kw-vis.; ABC, CBS, DuMont, Katz, Pulse ARB

D	25.00	50.00	100.00	150.00	225.00	375.00
N	80.00	160.00	200.00	320.00	480.00	800.00

CLEVELAND HEIGHTS, 59,141 pop.; 17,698 homes; 99.6% radio; 17,627 radio homes; Cuyahoga Co.

WSRS-FM, Chan. 237, 95.3mc, 1kw, Bonus (FM affiliate of WSRS, Cleveland)

Continued on page 142)

WFMJ SELLS A DOUBLE MARKET . . WITH A 2¼ BILLION SALES RECORD

1 YOUNGSTOWN, *OHIO'S 3rd MARKET AND 30th MARKET IN THE UNITED STATES!*

Ohio's largest iron and steel town . . . In fact second only to Pittsburgh and Chicago. Many small and large steel fabricators are also located in the great Mahoning Valley.

National Representatives: Headley-Reed Company

NBC AFFILIATE

2 WFMJ, with its 5,000 watts, regularly serves most of the 13 counties shown. The experienced know-how that built ABC shows to their highest U. S. ratings---NOW is selling NBC programs and sponsors to this great market.

3 The WFMJ Ohio and Pennsylvania DOUBLE MARKET

	Metropolitan Area—(30th)	13-County Area
Population (30th)	534,300	2,152,900
Retail Sales (34th)	$571,486,000.00	$2,253,946,000.00
Food Sales (26th)	$157,260,000.00	$ 610,056,000.00
Drug Sales	$ 18,663,000.00	$ 60,091,000.00
Building and Hardware Sales (25th)	$ 42,998,000.00	$ 201,551,000.00

OHIO

SPOT RATE FINDER

(Continued from page 141)

COLUMBUS, 375,901 pop.; 109,793 homes; 98.1% radio; 107,707 radio homes; Franklin Co.; TV alloc.: Chans. 4 (WLWC(TV), now Chan. 3), 6 (WTVN(TV)), 10 (WBNS-TV), *34, 40.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	14.77	16.98	25.47	35.37	55.13	91.90
N	27.00	33.67	51.50	71.33	109.67	183.33

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WBNS, 5kw-D, 1kw-N, 1460kc, CBS, Blair

	SB	1M	5M	15M	30M	1 Hr
D	25.00	25.00	37.50	50.00	75.00	125.00
N	40.00	40.00	63.00	85.00	125.00	210.00

WELD (FM), Chan. 246, 97.1mc, 35kw, Bonus

WBNS-TV, Chan. 10, 12.1kw-aur.; 24.3-kw-vis.; CBS, Blair-TV

D	85.00	85.00	146.25	195.00	292.50	487.50
N	125.00	125.00	195.00	260.00	390.00	700.00

WCOL, 250w, 1230kc, ABC, H-R Reps., Hooper, BMB

D	12.60	12.60	18.90	29.40	50.40	84.00
N	21.00	21.00	31.50	49.00	84.00	140.00

WCOL-FM, Chan. 222, 92.3mc, 33kw, H-R Reps., Bonus

WHKC, 5kw, 610kc, MBS, Raymer, BMB, Pulse

D	6.70	13.35	20.00	26.70	40.00	66.70
N	20.00	40.00	60.00	80.00	120.00	200.00

WHKC-FM, Chan. 254, 98.7mc, 30kw, Bonus

WLWF (FM), Chan. 242, 96.3mc, 15kw (FM affiliate of WLW Cincinnati, Ohio) Bonus

WLWC (TV), Chan. 8, 12.8kw-aur.; 15.2kw-vis.; NBC

	SB	1M	5M	15M	30M	1 Hr
D	30.00	30.00	80.00	125.00	190.00	315.00
N	100.00	100.00	160.00	250.00	375.00	625.00

WTVN (TV), Chan. 6, 10kw-aur., 19.7-kw-vis.; ABC, DuMont, Headley-Reed, Pulse

D	65.00	65.00	90.00	140.00	210.00	350.00
N	100.00	110.00	180.00	270.00	405.00	675.00

WVKO, 1kw-D, 1580kc, Forjoe, Pulse

D	9.00	9.00	15.30	24.00	40.85	68.00
N	9.00	9.00	15.30	24.00	40.85	68.00

WVKO-FM, Chan. 234, 99.7mc, 52kw, Bonus

COSHOCTON, 11,675 pop.; 3,924 homes; 97.3% radio; 3,818 radio homes; Coshocton Co.; TV alloc.: Chan. 20.

WTNS, 1kw-D, 1560kc

D	6.00	6.00	10.00	20.00	30.00	50.00

DAYTON, 243,872 pop.; 71,504 homes; 98.0% radio; 70,073 radio homes; Montgomery Co.; TV alloc.: Chans. 2 (WLWD(TV), now Chan. 5), 7 (WHIO-TV, now Chan. 13), *16, 22.

3 AM affiliates, average 1-time rates

D	12.00	14.33	24.33	55.00	75.00	123.33
N	16.00	22.67	34.67	76.67	116.67	190.00

WHIO, 5kw, 1290kc, CBS, Hollingbery, Hooper

D	18.00	18.00	31.00	50.00	73.00	112.00
N	24.00	24.00	41.00	81.00	117.00	180.00

WHIO-FM, Chan. 256, 99.1mc, 19kw, Hollingbery

D	3.00	15.00
N	3.00	15.00

WHIO-TV, Chan. 13, 12.6kw-aur.; 26.6-kw-vis.; ABC, CBS, DuMont, Hollingbery, Pulse, Hooper

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

WING, 5kw, 1410kc, ABC, H-R Reps.

D	15.00	60.00	80.00	150.00	
N	24.00	75.00	120.00	200.00	

WLWB (FM), Chan. 248, 97.5mc, 16kw, Bonus (Affiliate of WLW, Cincinnati, Ohio)

WLWD (TV), Chan. 5, 8kw-aur.; 16kw-vis.; NBC

D	15.00	30.00	80.00	125.00	190.00	315.00
N	30.00	100.00	160.00	250.00	375.00	625.00

WONE, 5kw, 980kc, MBS, Headley-Reed

D	12.00	12.00	30.00	60.00	80.00	120.00
N	16.00	16.00	35.00	65.00	100.00	170.00

WTWO (FM), Chan. 284, 104.7mc, 43kw, Headley-Reed, Bonus

DEFIANCE, 11,265 pop.; 3,379 homes; 97.8% radio; 3,305 radio homes; Defiance Co.; TV alloc.: Chan. 43.

WONW, 500w, 1280kc

D	5.50	5.50	10.00	20.00	30.00	55.00
N	7.50	7.50	14.00	26.00	40.00	67.00

DOVER, 9,852 pop.; Tuscarawas Co.

WJER, 250w, 1450kc

D	6.50	10.00	15.00	20.00	30.00	50.00
N	6.50	10.00	15.00	20.00	30.00	50.00

EAST LIVERPOOL, 24,217 pop.; 7,402 homes; 97.4% radio; 7,210 radio homes; Columbiana Co.

2 AM non-affiliates, average 1-time rates

D	5.20	6.50	13.00	26.00	39.00	65.00

WLIO, 1kw-D, 1570kc

D	5.60	7.00	14.00	28.00	42.00	70.00

WOHI, 250w, 1490kc, Grant

D	4.80	6.00	12.00	24.00	36.00	60.00
N	6.00	7.50	15.00	30.00	45.00	75.00

ELYRIA, 30,307 pop.; 9,060 homes; 98.7% radio; 8,942 radio homes; Lorain Co.

WEOL, 1kw, 930kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	10.00	11.50	16.00	32.00	48.00	80.00
N	12.00	14.00	25.00	50.00	75.00	125.00

WEOL-FM, Chan. 297, 107.3mc, 46kw, Bonus

FINDLAY, 23,845 pop.; 7,296 homes; 98.4% radio; 7,179 radio homes; Hancock Co.; TV alloc.: Chan. 53.

WFIN, 1kw-D, 1330kc, BMB

D	5.20	7.80	15.00	30.00	51.00	90.00

WFIN-FM, Chan. 288, 105.5mc, 8.2kw (Rates 3/4 of AM rates)

FOSTORIA, 14,351 pop.; 4,414 homes; 97.7% radio; 4,312 radio homes; Hancock, Seneca Cos.

WFOB, 1kw, 1430kc (CP)

D	6.00	6.00	10.00	18.00	32.00	53.50
N	7.50	7.50	12.00	24.00	42.00	71.00

WFOB-FM, Chan. 244, 96.7mc, 1kw

D	1.00	4.00	4.00	7.50	13.50	22.50
N	2.00	4.00	5.00	10.00	17.00	30.00

FREMONT, 16,537 pop.; 5,206 homes; 97.9% radio; 5,097 radio homes; Sandusky Co.

WFRO, 500w-D, 900kc, Best, Conlan

D	6.00	6.00	9.45	17.70	31.90	53.10
N	7.50	7.50	11.80	23.60	41.30	70.80

WFRO-FM, Chan. 257, 99.3mc, 1kw (Rates on request)

GALLIPOLIS, 7,871 pop.; Gallia Co.; TV alloc.: Chan. 18.

WJEH, 250w-D, 990kc, Grant

D	4.50	6.00	9.00	21.00	37.00	60.00

HAMILTON, 57,951 pop.; 17,218 homes; 97.0% radio; 16,701 radio homes; Butler Co.; TV alloc. (Hamilton-Middletown); Chan. 65.

WMOH, 250w, 1450kc, MBS, Conlan

D	4.75	6.80	11.55	23.10	34.65	57.75
N	6.00	8.50	17.00	34.00	51.00	85.00

WMOH-FM, Chan. 278, 103.5mc, 8.7kw

IRONTON, 16,333 pop.; 4,994 homes; 93.8% radio; 4,684 radio homes; Lawrence Co.

WIRO, 250w, 1230kc, MBS, McGillvra

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

LANCASTER, 24,180 pop.; 7,538 homes; 97.3% radio; 7,334 radio homes; Fairfield Co.; TV alloc.: Chan. 28.

WHOK, 500w-D, 1320kc

D	7.00	18.00	26.00	40.00	60.00	

LIMA, 50,246 pop.; 15,383 homes; 98.3% radio; 15,121 radio homes; Allen Co.; TV alloc.: Chans. 35, 41.

2 AM affiliates, average 1-time rates

D	7.50	7.25	14.50	29.00	43.50	72.50
N	10.00	10.00	20.00	40.00	60.00	100.00

WIMA, 1kw, 1150kc, ABC, Weed, Conlan, Hooper

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WIMA-FM, Chan. 271, 102.1mc, 15.5kw, Bonus

WLOK, 250w, 1240kc, NBC, H-R Reps.

D	7.00	14.00	28.00	42.00	70.00
N	10.00	20.00	40.00	60.00	100.00

WLOK-FM, Chan. 277, 103.3mc, 1kw, Bonus

LORAIN, 51,202 pop.; 13,987 homes; 97.9% radio; 13,693 radio homes; Lorain Co.; TV alloc.: Chan. 31.

MANSFIELD, 43,564 pop.; 13,643 homes; 98.3% radio; 13,411 radio homes; Richland Co.; TV alloc.: Chan. 36.

WMAN, 250w, 1400kc, ABC, Taylor

D	5.75	5.75	9.75	19.50	29.25	48.75
N	7.75	7.75	13.00	26.00	39.00	65.00

you can see the difference on WBNS-TV

You can readily SEE the difference in the expert sets and properties used on all WBNS-TV programming. This Kasco Dog Food set is typical of the adaptable sets designed and executed for rapid erection and knockdowns. A crew of trained men strategically arrange props to the client's best advantage. Each set is quickly placed due to the fine filing and cataloguing system used for props, making them easily accessible at all times.

A floor manager works with the property-stage department for each locally produced show, serving as liaison for production.

95% of all props and sets used on WBNS-TV are designed, built and erected on the premises by skilled men. Existing sets are repaired, and maintained, properties stored and filed in a modern, well equipped shop, and a shuttle messenger service operated between the prop storage areas within the station and outside warehouses.

Under the over-all direction of Department Manager Robert Sweinsberger, and his staff of nine men, the myriad of articles required for TV Commercials are checked out prior to each show and are promptly filed in their proper place after each telecast. Such items vary widely from a tiny ¼ teaspoon measurer for a kitchen show, to a huge 8½' x 9' x 5' awning for a commercial.

Incoming bulk items are received, inspected and stored and a card file inventory maintained.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

to cover northwest OHIO

contact

HIL F. BEST

Representatives of

Radio Station WFRO

Fremont, Ohio

MARIETTA, 16,006 pop.; 5,006 homes; 96.2% radio; 4,816 radio homes; Washington Co.

WMOA, 250w, 1490kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	18.00	27.00	45.00
N	6.00	7.00	12.00	24.00	36.00	60.00

MARION, 33,817 pop.; 10,327 homes; 97.3% radio; 10,048 radio homes; Marion Co.; TV alloc.: Chan. 17.

WMRN, 250w, 1490kc, ABC, Stovin, Hooper, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WMRN-FM, Chan. 295, 106.9mc, 7.6kw (CP)

MASSILLON, 29,594 pop.; 8,709 homes; 97.0% radio; 8,448 radio homes; Stark Co., TV alloc.: Chan. 23.

MIDDLETOWN, 33,695 pop.; 9,843 homes; 97.9% radio; 9,636 radio homes; Butler Co.; TV alloc.: (see Hamilton).

WPFB, 1kw-D, 100w-N, 910kc, Conlan, Hooper

D	7.00	9.00	20.00	43.00	66.00	110.00
N	10.00	12.00	25.00	50.00	75.00	125.00

MOUNT VERNON, 12,185 pop.; 3,970 homes; 98.4% radio; 3,906 radio homes; Knox Co.; TV alloc.: Chan. 58.

WMVO (FM), Chan. 229, 93.7mc, 3.2kw

D	1.50	2.50	4.00	8.00	12.00	20.00
N	2.00	3.50	5.00	10.00	15.00	25.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

NEWARK, 34,275 pop.; 11,024 homes; 97.3% radio; 10,726 radio homes; Licking Co.; TV alloc.: Chan. 60.

WCLT, 500w-D, 1430kc, Meeker

	SB	1M	5M	15M	30M	1 Hr
D	6.55	7.90	12.00	24.00	36.00	60.00
N	9.00	10.80	15.00	30.00	45.00	75.00

WCLT-FM, Chan. 262, 100.3mc, 8.5kw (Bonus daytime only)

N	6.55	7.90	12.00	24.00	36.00	60.00

OXFORD, 6,944 pop.; Butler Co.; TV alloc.: Chan. *14.

PIQUA, 17,447 pop.; 5,619 homes; 98.8% radio; 5,551 radio homes; Miami Co.; TV alloc.: Chan. 44.

WPTW, 250w-D, 1570kc

D	4.00	6.00	10.00	25.00	40.00	60.00

PORTSMOUTH, 36,798 pop.; 11,516 homes; 96.2% radio; 11,078 radio homes; Scioto Co.; TV alloc.: Chan. 30.

2 AM affiliates, average 1-time rates

D	6.60	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WNXT, 1kw, 1260kc, ABC, Everett-McKinney

D	5.60	5.60	11.20	22.40	33.60	56.00
N	7.00	7.00	14.00	28.00	42.00	70.00

WPAY, 250kw, 1400kc, CBS, Taylor, Conlan, BMB

D	6.40	6.40	12.80	25.60	38.40	64.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WPAY-FM, Chan. 281, 104.1mc, 7kw, Taylor, Bonus

SANDUSKY, 29,375 pop.; 9,071 homes; 98.2% radio; 8,908 radio homes; Erie Co.; TV alloc.: Chan. 42.

WLEC, 250w, 1450kc, MBS, Everett-McKinney, Griffith

	SB	1M	5M	15M	30M	1 Hr
D	5.40	5.40	8.10	12.60	21.60	36.00
N	9.00	9.00	13.50	21.00	36.00	60.00

SPRINGFIELD, 78,508 pop.; 23,697 homes; 97.4% radio; 23,081 radio homes; Clark Co.; TV alloc.: Chans. 46, 52.

2 AM non-affiliates, average 1-time rates

D	5.00	5.75	10.00	21.50	35.25	58.75

WIZE, 250w, 1340kc, ABC, H-R Reps., Conlan

D	8.50			30.00	42.00	75.00
N	10.00			37.50	60.00	100.00

WJEL, 500w-D, 1600kc, McGillvra

D		5.00	10.00	20.00	36.00	50.00

WWSO, 250w-D, 1210kc

D	5.00	6.50		23.00	34.50	57.50

STEUBENVILLE, 35,872 pop.; 10,339 homes; 97.0% radio; 10,029 radio homes; Jefferson Co.; TV alloc.: (see Wheeling, W. Va.).

WSTV, 250w, 1340kc, MBS, Pearson, Conlan

D	6.00	7.00	11.00	22.00	33.00	55.00
N	7.00	8.00	16.00	32.00	48.00	80.00

WSTV-FM, Chan. 278, 103.5mc, 2kw, Pearson, Bonus

TIFFIN, 18,952 pop.; 5,518 homes; 97.9% radio; 5,402 radio homes; Seneca Co.; TV alloc.: Chan. 47.

(Continued on page 144)

To Cover
ALL
NORTHWEST
OHIO

► Outstanding NEWS is the mark of a really good radio station. And WFIN is Northwest Ohio's best in NEWS.

► All THREE major wires: AP, UP, INS. The only outlet in the area with more than **two,** and the only non-big city station with more than **one.**

► The only station in Northwest Ohio with 40—**yes 40**—of its own active news correspondents throughout 21 counties.

► An alert, aggressive and able staff for editing and delivery of the news.

► And plenty of promotion to support this effort.

► For further information contact McGillvra. Or call us directly.

it's
WFIN
Findlay, Ohio

WBNS RADIO **advertisers' first choice for Central Ohio**

TOP PROGRAMMING - - LISTENER LOYALTY - - BIG, RICH MARKET AREA

- The 24 Central Ohio counties dominated by WBNS Radio spend over a billion dollars annually . . . have over 1¼ billion prospects for your product.
- WBNS has more listeners than any other local station.
- WBNS has maintained the top-twenty rated programs in this area for years.
- Central Ohio's only CBS outlet . . . with proved pulling power (ask for results).
- Not merely display builders, WBNS Radio has a full-time staff to handle national accounts exclusively, works with jobbers and wholesalers before and after contracts go on the air.

IF CENTRAL OHIO IS IN YOUR MARKET . . . THEN WBNS RADIO IS A MUST !

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

ASK JOHN BLAIR

(Continued from page 143)

TOLEDO, 303,616 pop.; 90,421 homes; 98.7% radio; 89,246 radio homes; Lucas Co.; TV alloc.: Chans. 11, 13 (WSPD-TV), *30.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	11.25	11.25	21.00	38.50	57.50	96.00
N	22.50	22.50	36.00	72.00	108.00	180.00

WSPD, 5kw, 1370kc, NBC, Katz

D	15.00	15.00	27.00	48.00	72.00	120.00
N	30.00	30.00	48.00	96.00	144.00	240.00

WSPD-FM, Chan. 268, 101.5mc, 3kw, Bonus

WSPD-TV, Chan. 13, 14.4kw-aur.; 27.4-kw-vis.; CBS, NBC, DuMont, Katz

D	75.00	120.00	180.00	300.00
N	150.00	240.00	360.00	600.00

WTOD, 1kw, 1560kc, Headley-Reed

D	7.50	15.00	29.00	43.00	72.00
N	15.00	24.00	48.00	72.00	120.00

WTRT (FM), Chan. 260, 99.9mc, 8.8kw (Consult station for rates)

WTOL, 250w, 1230kc, ABC, Raymer

D	7.50	7.50	15.00	29.00	43.00	72.00
N	15.00	15.00	24.00	48.00	72.00	120.00

WTOL-FM, Chan. 284, 104.7mc, 1.3kw, Bonus

WARREN, 49,856 pop.; 14,577 homes; 98.3% radio; 14,329 radio homes; Trumbull Co.; TV alloc.: Chan. 21.

WHHH, 5kw, 1440kc, MBS, McGillvra, Conlan

D	7.50	7.50	14.00	28.00	42.00	70.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WASHINGTON COURT HOUSE, 10,560 pop.; 3,324 homes; 94.5% radio; 3,141 radio homes; Fayette Co.

WCHO, 500w-D, 1250kc, KBS

D	4.00	5.50	10.00	20.00	33.00	55.00

WELLSTON, 5,691 pop.; Jackson Co.

WKOV, 250w-D, 1570kc

D	2.50	3.00	6.00	7.50	15.00	25.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WOOSTER, 14,005 pop.; 4,209 homes; 98.3% radio; 4,137 radio homes; Wayne Co.

WWST, 1kw-D, 960kc

	SB	1M	5M	15M	30M	1 Hr
D	4.65		9.35	18.75	31.25	50.00
N	7.00		14.05	28.15	46.85	75.00

WWST-FM, Chan. 283, 104.5mc, 13kw (Rates 50% of AM rates)

WORTHINGTON, 2,141 pop.; Franklin Co.

WRFD, 5kw-D, 880kc, Hooper

D	15.00	22.50	45.00	80.00	132.00	

YOUNGSTOWN, 168,330 pop.; 45,513 homes; 97.4% radio; 44,329 radio homes; Mahoning, Trumbull Cos.; TV alloc.: Chans. 27 (WKBN Bcstg. Corp. grant), 33, 73 (Vindicator Printing Co. WFMJ-TV grant.)

3 AM affiliates, average 1-time rates

D	14.00	12.50	18.33	35.33	54.00	90.00
N	22.00	17.50	32.67	66.67	100.00	133.33

WBBW, 250w, 1240kc, ABC, Forjoe, Hooper

D	9.00	12.00	24.00	36.00	60.00	
N	12.00	24.00	48.00	72.00	120.00	

WFMJ, 5kw, 1390kc, NBC, Headley-Reed, Hooper

D	12.00	16.00	32.00	48.00	80.00	
N	16.00	32.00	64.00	96.00	160.00	

WFMJ-FM, Chan. 286, 105.1mc, 50kw, Bonus

WKBN, 5kw, 570kc, CBS, Raymer

D	14.00	16.50	26.00	52.00	78.00	130.00
N	22.00	24.50	44.00	88.00	132.00	220.00

WKBN-FM, Chan. 255, 98.9mc, 19kw, Bonus

ZANESVILLE, 40,517 pop.; 12,490 homes; 97.0% radio; 12,115 radio homes; Muskingum Co.; TV alloc.: Chan. 50.

WHIZ, 250w, 1240kc, NBC, Pearson, Hooper, BMB

D	6.50	8.00	11.00	22.00	33.00	55.00
N	9.50	11.00	16.00	32.00	48.00	80.00

ALONG ABOUT 4:00
THEY'RE HEADED HOME

Out of the gates of over 600 factories the cars are rolling—and radios are humming—as Toledo's 75,000 industrial workers head for home from 4:00 to 6:00 every evening. Here's a terrific audience with dollars to spend and it's their car radio—tuned to WSPD, the favorite station, that suggests they stop and shop—and buy—on the way home. Only radio can catch this buying potential as it passes the store—and radio in Toledo is WSPD, OHIO'S Pioneer Station. Sell Toledo's industrial workers—catch 'em along about 4:00 or at 6:30 A.M. and 11:00 P.M. when shifts let out and they're headed home.

WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ

TOLEDO'S LISTENERS ON WHEELS . . .

Out of the gates of over 600 factories come 75,000 industrial workers.

LISTEN MOST TO WSPD

Radio's their companion . . . especially WSPD radio . . . companion since 1921.

IN
THE
30th
MARKET

YOUNGSTOWN, OHIO

YOUNGSTOWN METROPOLITAN AREA

POPULATION: 528,498—30th in U. S.
RETAIL SALES: $536,904,000
FOOD SALES: $142,746,000
GENERAL MERCHANDISE SALES: $61,740,000
FURNITURE SALES: $27,038,000
AUTOMOTIVE SALES: $97,082,000
DRUG SALES: $12,199,000
EFFECTIVE BUYING INCOME: $893,055,000
E.B.I. PER CAPITA: $1,649
E.B.I. PER FAMILY: $5,903

SOURCE: Sales Management Survey of Buying Power (Copyright 1952, further reproduction not licensed). 1950 Census of Population.

YOUNGSTOWN HOOPER REPORT

Radio sets-in-use figures are high in Youngstown.
Morning 19.5 Afternoon 24.3 Evening 28.1

WKBN has the greatest Share of Audience.
Morning 40.8 Afternoon 43.2 Evening 41.0

46 out of the top 60 Hooperated programs in Youngstown are on WKBN.

SOURCE: Report of C. E. Hooper, Inc. for Youngstown, Ohio, Dec. 1951 through March 1952.

WKBN BMB REPORT

Daytime: 21 counties 224,180 families 759,970 listeners.
Nighttime: 16 counties 214,450 families 726,985 listeners.
40% increase over 1946.
84% listen from 3-7 times per week.

SOURCE: BMB Station Audience Report, Study No. 2, Spring 1949. 1950 Census of Population.

WKBN

5000 watts 570 kc. CBS
REPRESENTED BY RAYMER

OHIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Adams	20,499	21,705	—5.6		20,499	6,080	5,624	92.5	3,966	11,423	$ 5,676,315	4,650	314	124,000
Allen	88,183	73,303	20.3	53,664	34,519	25,959	25,440	98.0	18,370	100,049	9,656,449	24,578	12,358	9,906,000
Ashland	33,040	29,785	10.9	16,810	16,230	10,234	9,947	97.2	7,508	34,380	6,394,383	10,690	4,748	3,249,000
Ashtabula	78,695	68,674	14.6	42,076	36,619	23,547	22,982	97.6	17,353	77,359	9,111,267	23,733	7,287	5,310,000
Athens	45,839	46,166	—0.7	16,505	29,334	12,092	11,499	95.1	9,642	33,724	2,789,394	9,475	1,230	970,000
Auglaize	30,637	28,037	9.3	12,005	18,632	9,199	8,960	97.4	7,048	31,616	11,004,305	9,869	3,654	2,148,000
Belmont	87,740	95,614	—8.2	45,786	41,954	25,803	24,719	95.8	20,983	58,700	4,651,780	17,812	4,443	2,925,000
Brown	22,221	21,638	2.7		22,221	6,632	6,241	94.1	4,602	13,134	7,558,299	5,709	427	198,000
Butler	147,203	120,249	22.4	103,909	43,294	41,105	40,036	97.4	29,254	147,113	10,581,084	36,668	28,156	24,228,000
Carroll	19,039	17,449	9.1	4,244	14,795	5,392	5,171	95.9	3,821	11,419	3,381,420	5,220	1,110	782,000
Champaign	26,793	25,258	6.1	9,335	17,458	8,177	7,915	96.8	6,321	24,414	11,000,774	8,225	1,155	825,000
Clark	111,661	95,647	16.7	82,284	29,377	32,877	32,055	97.5	24,258	115,964	11,178,250	29,871	18,347	14,730,000
Clermont	42,182	34,109	23.7		42,182	12,146	11,648	95.9	7,993	27,363	5,444,782	10,757	736	310,000
Clinton	25,572	22,574	13.3	7,387	18,185	7,747	7,484	96.6	5,781	29,195	11,578,756	7,927	1,127	700,000
Columbiana	98,920	90,121	9.8	59,247	39,673	28,964	28,153	97.2	21,437	95,087	7,623,125	25,484	12,291	9,066,000
Coshocton	31,141	30,594	1.8	11,675	19,466	9,578	9,195	96.0	7,208	26,555	5,721,087	8,833	3,978	2,449,000
Crawford	38,738	35,571	8.9	24,893	13,845	12,036	11,735	97.5	9,334	41,225	9,192,527	12,370	5,074	4,003,000
Cuyahoga	1,389,532	1,217,250	14.2	1,363,764	25,768	405,248	398,359	98.3	318,772	1,733,424	8,339,720	364,985	248,906	213,107,000
Darke	41,799	38,831	7.6	8,859	32,940	12,554	12,127	96.6	9,443	42,854	18,684,005	13,561	1,418	733,000
Defiance	25,925	24,367	6.4	13,894	12,031	7,683	7,453	97.0	5,944	27,377	8,412,613	8,268	2,411	1,812,000
Delaware	30,278	26,780	13.1	11,804	18,474	8,484	8,204	96.7	6,366	25,979	8,875,130	8,737	1,047	713,000
Erie	52,565	43,201	21.7	31,890	20,675	15,655	15,326	97.9	10,918	56,007	5,284,762	15,439	8,038	6,257,000
Fairfield	52,130	48,490	7.5	24,180	27,950	15,521	14,993	96.6	11,470	41,457	10,445,321	14,421	6,465	4,135,000
Fayette	22,554	21,385	5.5	10,560	11,994	6,709	6,347	94.6	4,916	23,410	10,939,152	6,464	828	452,000
Franklin	503,410	388,712	29.5	441,819	61,591	145,388	142,771	98.2	96,785	540,855	11,269,793	127,390	59,215	44,149,000
Fulton	25,580	23,626	8.3	3,494	22,086	7,570	7,359	97.1	5,823	27,398	14,217,337	8,738	1,885	1,155,000
Gallia	24,910	24,930	—0.1	7,871	17,039	6,319	5,807	91.9	3,995	14,672	3,735,649	4,474	199	98,000
Geauga	26,646	19,430	37.1		26,646	7,304	7,019	96.1	4,255	18,134	5,158,258	7,821	1,518	1,065,000
Greene	58,892	35,863	64.2	33,030	25,862	16,042	15,448	96.3	8,281	42,692	10,711,923	15,518	1,672	1,173,000
Guernsey	38,452	38,822	—1.0	14,739	23,713	11,343	10,821	95.4	8,808	29,786	3,210,131	8,656	2,877	1,781,000
Hamilton	723,952	621,987	16.4	669,807	54,145	223,088	217,288	97.4	166,269	844,030	6,554,843	155,203	119,522	91,779,000
Hancock	44,280	40,793	8.5	26,132	18,148	14,026	13,731	97.9	10,773	46,436	13,075,124	14,597	4,339	2,780,000
Hardin	28,673	27,061	6.0	12,115	16,558	8,678	8,366	96.4	6,739	23,349	11,303,941	8,426	1,354	757,000
Harrison	19,054	20,313	—6.2	3,020	16,034	5,618	5,376	95.7	4,368	12,768	2,364,621	5,351	1,024	820,000
Henry	22,423	22,756	—1.5	5,335	17,088	6,669	6,489	97.3	5,525	22,705	12,937,559	7,611	583	313,000
Highland	28,188	27,099	4.0	9,988	18,200	8,659	8,235	95.1	6,428	24,666	10,278,456	8,141	1,447	704,000
Hocking	19,520	21,504	—9.2	5,972	13,548	5,751	5,435	94.5	4,396	14,217	1,697,443	4,859	1,130	718,000
Holmes	18,760	17,876	4.9		18,760	4,854	4,471	92.1	2,994	10,495	8,382,229	4,086	194	103,000
Huron	39,353	34,800	13.1	18,456	20,897	11,660	11,403	97.8	8,820	39,086	9,154,299	12,124	3,274	2,058,000
Jackson	27,767	27,004	2.8	12,195	15,572	7,846	7,360	93.8	5,463	21,059	1,956,720	5,703	2,079	1,419,000
Jefferson	96,495	98,129	—1.7	47,589	48,906	26,807	25,896	96.6	21,380	88,201	2,280,651	19,645	11,033	9,480,000
Knox	35,287	31,024	13.7	12,185	23,102	10,462	10,159	97.1	7,749	35,421	8,569,257	10,464	4,833	3,908,000
Lake	75,979	50,020	51.9	43,049	32,930	21,869	21,607	98.8	12,959	67,359	4,593,478	24,165	9,006	7,449,000

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(Continued on page 148)

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WJW BUILDING
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CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

OHIO MARKET DATA BY COUNTIES

(Continued from page 146)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Lawrence	49,115	46,705	5.2	20,431	28,684	13,437	12,604	93.8	8,520	31,679	2,205,153	8,516	3,639	2,562,000
Licking	70,645	62,279	13.4	36,928	33,717	21,590	20,921	96.9	15,759	64,530	11,298,352	20,547	5,212	4,116,000
Logan	31,329	29,624	5.8	10,232	21,097	9,787	9,503	97.1	7,614	35,066	9,247,252	9,542	893	622,000
Lorain	148,162	112,390	31.8	102,665	45,497	41,459	40,713	98.2	27,895	144,886	10,719,748	40,988	29,378	23,590,000
Lucas	395,557	344,333	14.9	353,218	42,333	116,662	114,679	98.3	89,929	494,560	8,533,988	114,165	63,892	61,764,000
Madison	22,300	21,811	2.2	5,222	17,078	5,938	5,641	95.0	4,309	25,535	12,400,996	5,716	619	394,000
Mahoning	257,629	240,251	7.2	213,327	44,302	70,379	68,400	97.2	53,413	286,380	6,309,206	63,207	49,991	41,490,000
Marion	49,959	44,898	11.3	33,817	16,142	15,056	14,634	97.2	11,289	57,221	8,370,428	14,610	4,985	3,953,000
Medina	40,417	33,034	22.3	13,063	27,354	12,002	11,762	98.0	8,328	40,381	8,607,428	13,068	3,421	2,191,000
Meigs	23,227	24,104	—3.6	7,102	16,125	6,811	6,361	93.4	4,895	15,917	2,785,019	4,542	375	191,000
Mercer	28,311	26,256	7.8	5,703	22,608	7,773	7,555	97.2	5,818	29,979	12,821,870	8,758	2,816	1,797,000
Miami	61,309	52,632	16.5	31,412	29,897	18,703	18,366	98.2	13,867	60,472	12,250,405	18,612	7,077	5,152,000
Monroe	15,362	18,641	—17.6		15,362	4,520	4,181	92.5	3,224	6,895	2,925,662	3,589	95	32,000
Montgomery	398,441	295,480	34.8	335,936	62,505	114,854	112,557	98.0	76,034	459,762	10,770,685	111,260	86,711	74,222,000
Morgan	12,836	14,227	—9.8		12,836	3,852	3,652	94.8	2,928	8,355	2,963,951	3,188	241	126,000
Morrow	17,168	15,646	9.7		17,168	5,022	4,826	96.1	3,695	10,327	6,666,164	5,226	893	691,000
Muskingum	74,535	69,795	6.8	40,517	34,018	22,081	21,352	96.7	17,252	70,010	5,906,363	18,585	9,236	6,183,000
Noble	11,750	14,587	—19.4		11,750	3,457	3,198	92.5	2,722	5,739	2,616,764	3,016	136	61,000
Ottawa	29,469	24,360	21.0	5,541	23,928	8,787	8,594	97.8	6,026	26,105	5,191,415	9,283	2,679	2,175,000
Paulding	15,047	15,527	—3.1		15,047	4,489	4,332	96.5	3,642	9,917	7,377,735	4,816	333	216,000
Perry	28,999	31,087	—6.7	7,193	21,806	8,454	8,082	95.6	6,708	18,901	2,879,877	7,332	2,019	1,230,000
Pickaway	29,352	27,889	5.2	8,723	20,629	7,464	7,053	94.5	5,527	23,181	13,104,875	7,223	894	600,000
Pike	14,607	16,113	—9.3		14,607	3,846	3,504	91.1	2,373	6,530	2,359,687	2,969	54	20,000
Portage	63,954	46,660	37.1	28,394	35,560	17,482	17,027	97.4	11,221	49,982	7,161,054	18,197	5,583	4,388,000
Preble	27,081	23,329	16.1	4,242	22,839	7,978	7,723	96.8	5,743	19,689	11,381,346	8,357	490	271,000
Putnam	25,248	25,016	0.9	2,962	22,286	6,916	6,729	97.3	5,621	21,067	13,637,945	7,867	856	473,000
Richland	91,305	73,853	23.6	58,553	32,752	26,436	25,828	97.7	17,986	98,318	6,551,384	26,581	18,895	15,711,000
Ross	54,424	52,147	4.4	20,133	34,291	14,759	14,021	95.0	10,270	43,084	9,406,176	12,637	3,928	2,749,000
Sandusky	46,114	41,014	12.4	23,589	22,525	13,790	13,473	97.7	10,506	46,651	10,403,761	14,453	5,598	3,898,000
Scioto	82,910	86,565	—4.2	44,165	38,745	23,638	22,503	95.2	17,305	67,610	3,373,481	17,078	10,506	7,323,000
Seneca	52,978	48,499	9.2	31,016	21,962	15,269	14,872	97.4	11,673	54,040	9,656,600	16,008	8,739	6,438,000
Shelby	28,488	26,071	9.3	11,491	16,997	8,230	8,032	97.6	6,273	25,632	10,125,405	8,932	3,463	2,572,000
Stark	283,194	234,887	20.6	201,772	81,422	80,906	79,126	97.8	56,730	309,904	11,058,524	75,743	58,627	47,986,000
Summit	410,032	339,405	20.8	352,196	57,836	119,317	117,289	98.3	85,603	464,543	4,698,268	114,256	85,718	71,407,000
Trumbull	158,915	132,315	20.1	98,611	60,304	44,541	43,472	97.6	30,285	135,072	6,705,421	43,901	39,498	33,146,000
Tuscarawas	70,320	68,816	2.2	38,360	31,960	20,869	20,139	96.5	16,304	61,795	6,401,601	19,753	7,946	5,604,000
Union	20,687	20,012	3.4	4,256	16,431	6,158	5,979	97.1	4,982	17,002	9,980,611	6,473	773	557,000
Van Wert	26,971	26,759	0.8	13,166	13,805	8,391	8,190	97.6	6,750	27,079	10,252,061	8,813	2,186	1,425,000
Vinton	10,759	11,573	—7.0		10,759	2,925	2,688	91.9	1,920	3,935	905,005	2,089	271	152,000
Warren	38,505	29,894	28.8	10,006	28,499	10,789	10,433	96.7	7,061	29,496	8,922,462	10,532	1,913	1,445,000
Washington	44,407	43,537	2.0	16,006	28,401	13,230	12,476	94.3	9,151	33,889	4,532,028	11,493	2,760	1,741,000
Wayne	58,716	50,520	16.2	22,968	35,748	16,137	15,572	96.5	11,428	60,172	15,774,308	17,246	6,255	4,679,000
Williams	26,202	25,510	2.7	10,232	15,970	8,276	8,077	97.6	6,770	27,239	9,544,331	8,970	2,076	1,358,000
Wood	59,605	51,796	15.1	25,902	33,703	16,831	16,444	97.7	12,926	47,506	16,785,211	18,556	4,926	4,403,000
Wyandot	19,785	19,218	3.0	7,657	12,128	5,885	5,685	96.6	4,679	18,980	9,356,905	6,422	1,015	669,000

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In some countries products are endorsed by the Crown, and bear the arms of the royal family. That gives them prestige which stimulates sales.

But in democratic America our products are endorsed solely by the approval of the American people, and are identified by brand names and trademarks that have won esteem the hard way.

Here every product must stand on its own feet, and fight for survival in the intense competition of the market place.

Here there is no easy road to popularity or leadership—no suggestion from government as to what you shall buy or what you shall pay. Under our brand system, which is the very keystone in the structure of our free economy, people can separate the wheat from the chaff and make their purchases solely on the basis of merit and appeal to their personal tastes and preferences.

Our system of brand names and advertising is important to the American way of life for two other basic reasons:

1. It develops broad markets for our goods, which in turn stimulate volume production. As a result, many conveniences that would otherwise be luxuries can be sold at prices almost everyone can afford.

2. Brand competition spurs our manufacturers to greater efforts to please us. And this results in constant product improvement and the birth of many new products to add to our comfort and happiness.

• • •

Getting this story across, simply, clearly, is an important job—a task that calls for the concentrated efforts of all who have a stake in the success of manufacturers' brand names.

Brand Names Foundation
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OKLAHOMA

SPOT RATE FINDER

ADA, 15,995 pop.; 5,108 homes; 92.3% radio; 4,715 radio homes; Pontotoc Co.; TV alloc.: Chan. 50.
KADA, 250w, 1230kc, ABC, Taylor, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.50	12.00	18.00	30.00
N	6.00	6.00	10.00	16.00	24.00	40.00

ALTUS, 9,735 pop.; Jackson Co.; TV alloc.: Chan. 36.
KWHW, 250w, 1450kc, MBS

D	2.70	3.60	9.00	13.50	21.60	36.00
N	2.70	3.60	9.00	13.50	21.60	36.00

ALVA, 6,505 pop.; Woods Co.; TV alloc.: Chan. 30.

ANADARKO, 6,184 pop.; Caddo Co.; TV alloc.: Chan. 58.

ARDMORE, 17,890 pop.; 5,868 homes; 88.2% radio; 5,176 radio homes; Carter Co.; TV alloc.: Chan. 55.
KVSO, 250w, 1240kc, ABC, Taylor

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

BARTLESVILLE, 19,228 pop.; 6,228 homes; 95.5% radio; 5,948 radio homes; Washington Co.; TV alloc.: Chan. 62.
KWON, 250w, 1400kc, MBS

D	9.00	20.00	36.00	60.00	
N	9.00	20.00	36.00	60.00	

BLACKWELL, 9,199 pop.; Kay Co.; TV alloc.: Chan. 51.

CHICKASHA, 15,842 pop.; 5,054 homes; 89.3% radio; 4,513 radio homes; Grady Co.; TV alloc.: Chan. 64.
KWCO, 250w, 1560kc, MBS
(CP 1kw*)

D	4.00	4.50	9.00	18.00	27.00	45.00
N	4.00	4.50	9.00	18.00	27.00	45.00

CLAREMORE, 5,494 pop.; Rogers Co.; TV alloc.: Chan. 15.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

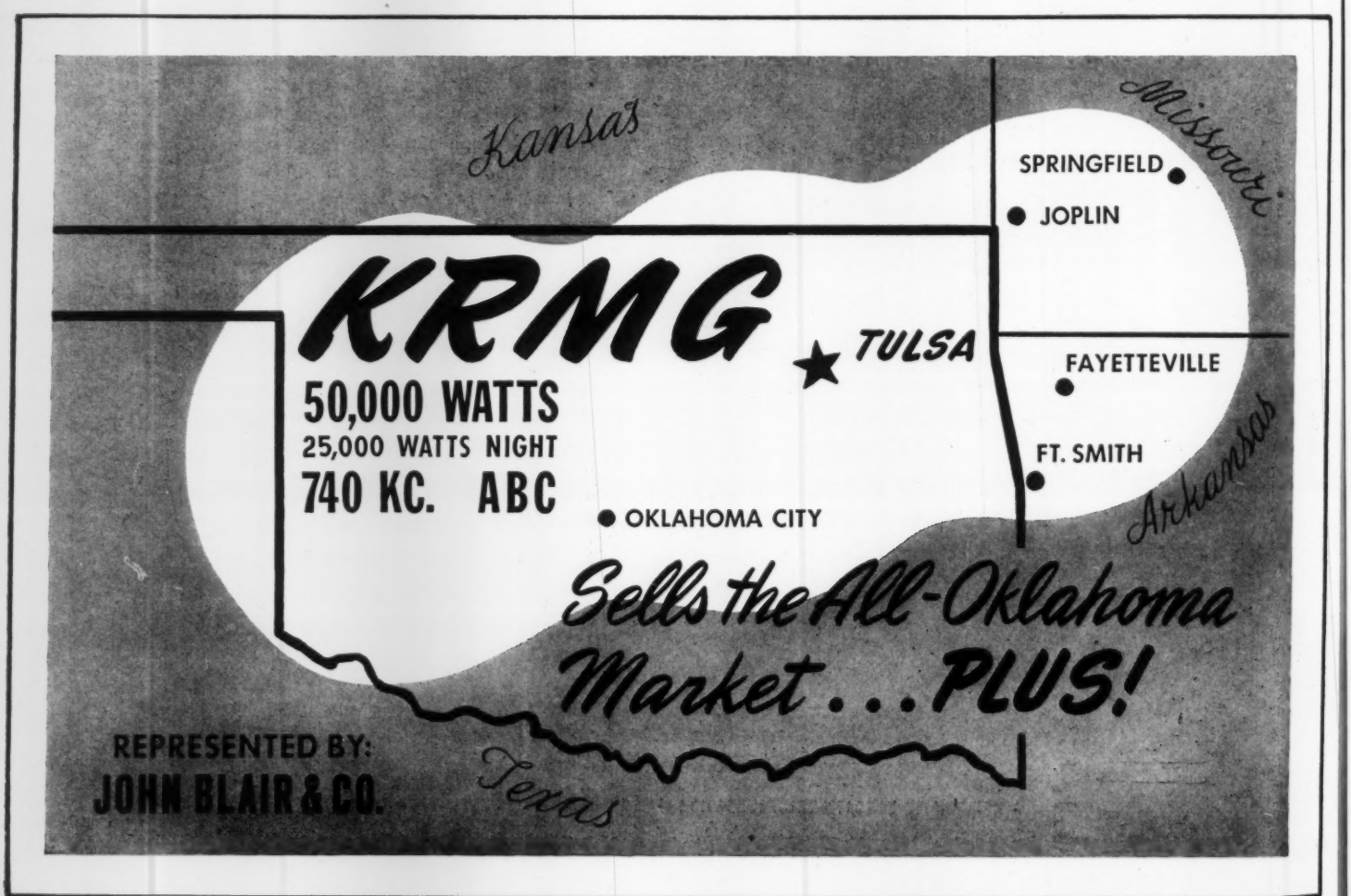
* * *

CLINTON, 7,555 pop.; Custer Co.; TV alloc.: Chan. 32.
KWOE, 1kw-D, 1320kc, Best

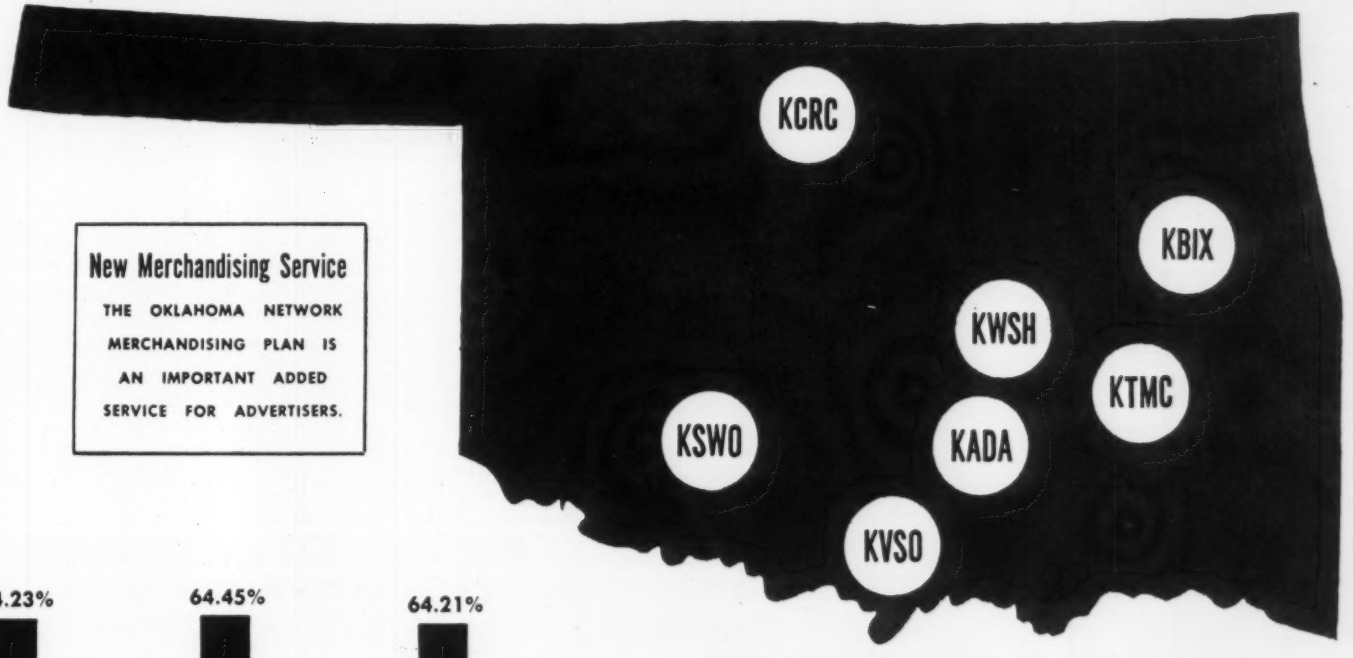
	SB	1M	5M	15M	30M	1 Hr
D			10.00	17.50	33.60	56.00
N			10.00	17.50	33.60	56.00

CUSHING, 8,414 pop.; Payne Co.
KWHP, 500w-D, 1600kc
(CP)

(Continued on page 152)

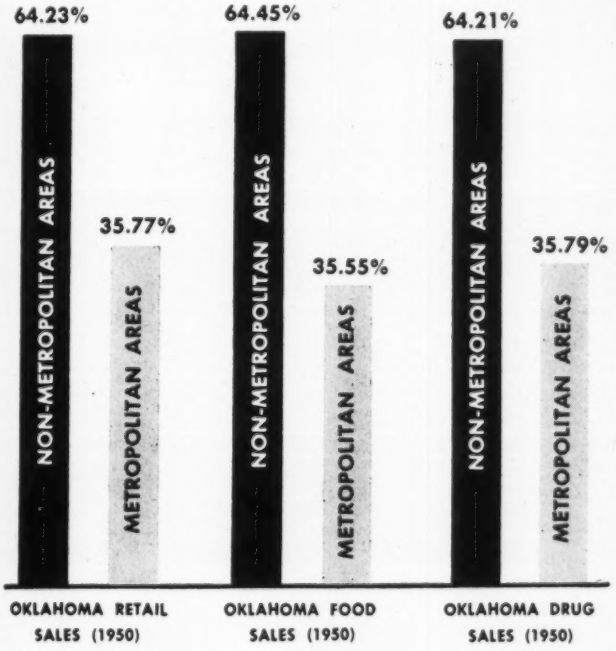


THE 21ST MARKET



New Merchandising Service

THE OKLAHOMA NETWORK MERCHANDISING PLAN IS AN IMPORTANT ADDED SERVICE FOR ADVERTISERS.



The combined coverage of the Oklahoma Network equals the 21st. Market of the United States. Check these important points:

- ✓ You *cannot* cover the state of Oklahoma *without* using the Oklahoma Network.
- ✓ The retail sales in the non-metropolitan areas of Oklahoma are almost *twice* the metropolitan sales.
- ✓ The Conlan study for the Network, just released, shows that the Oklahoma Network dominates the areas they serve.
- ✓ *Ask the* O. L. TAYLOR COMPANY *for further details.*

OKLAHOMA NETWORK

KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSO, Ardmore

OKLAHOMA

SPOT RATE FINDER

(Continued from page 150)

DUNCAN, 15,325 pop.; 4,896 homes; 92.4% radio; 4,524 radio homes; Stephens Co.; TV alloc.: Chan. 39.
KRHD, 250w-D, 100w-N, 1350kc, MBS.

	SB	1M	5M	15M	30M	1 Hr
D	4.63	4.63	8.46	18.00	30.00	50.00
N	5.79	5.79	10.58	22.50	37.50	62.50

DURANT, 10,541 pop.; 3,276 homes; 90.1% radio; 2,952 radio homes; Bryan Co.; TV alloc.: Chan. 27.
KSEO, 250w-D, 750kc

D	3.00	4.50	6.00	18.00	27.00	40.00

KSEO-FM, Chan. 296, 107.3mc, 1kw, Bonus

ELK CITY, 7,962 pop.; Beckham Co.; TV alloc.: Chans, 12, 15.
KASA, 250w, 1240kc, MBS

D	3.50	4.50	9.00	16.00	24.00	40.00
N	3.50	4.50	9.00	16.00	24.00	40.00

EL RENO, 10,991 pop.; Canadian Co.; TV alloc.: Chan. 56.

ENID, 36,017 pop.; 11,647 homes; 93.4% radio; 10,878 radio homes; Garfield Co.; TV alloc.: Chans. 5, 21, *27.

2 AM affiliates, average 1-time rates

D	5.44	5.70	11.88	19.00	28.50	47.50
N	7.68	8.55	17.82	28.50	42.75	71.25

KCRC, 1kw, 1390kc, ABC, Taylor, Conlan

D	6.00	6.00	12.50	20.00	30.00	50.00
N	9.00	9.00	18.75	30.00	45.00	75.00

KGWA, 1kw, 960kc, MBS, Rambeau

D	4.88	5.40	11.25	18.00	27.00	45.00
N	6.37	8.10	16.88	27.00	40.50	67.50

FREDERICK, 5,467 pop.; Tillman Co.; TV alloc.: Chan. 44.
KTAT, 250w-D, 1570kc, KBS, Best

D	2.25	5.00	9.00	18.00	30.00	51.00

GUTHRIE, 10,113 pop.; 3,265 homes; 89.9% radio; 2,935 radio homes; Logan Co.; TV alloc.: Chan. 48.

GUYMON, 4,718 pop.; Texas Co.; TV alloc.: Chan. 20.
KGYN, 1kw-D, 1220kc, BMB, Conlan

D	3.95	5.70	10.00	18.00	33.00	57.00

HOBART, 5,380 pop.; Kiowa Co.; TV alloc.: Chan. 23.
KTJS, 250w-D, 1420kc

D	4.60	6.10	11.00	17.50	33.00	56.00

HOLDENVILLE, 6,192 pop.; Hughes Co.; TV alloc:. Chan. 14.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

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HUGO, 5,984 pop.; Choctaw Co.; TV alloc.: Chan. 21.
KIHN, 250w, 1340kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.75	6.30	12.60	21.00	35.00
N	3.00	3.75	6.30	12.60	21.00	35.00

LAWTON, 34,757 pop.; 10,658 homes; 88.7% radio; 9,454 radio homes; Comanche Co.; TV alloc.: Chans. 7, *28, 34.
KSWO, 1kw, 1380kc, ABC, Taylor, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

McALESTER, 17,878 pop.; 5,118 homes; 89.2% radio; 4,565 radio homes; Pittsburg Co.; TV alloc.: Chan. 47.
KNED, 1kw-D, 1150kc

D	5.00	6.00	10.00	20.00	35.00	60.00

KTMC, 250w, 1400kc, ABC, Taylor

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

MIAMI, 11,801 pop.; 3,853 homes; 90.8% radio; 3,499 radio homes; Ottawa Co.; TV alloc.: Chan. 58.
KGLC, 1kw, 910kc

D	4.00	6.00	11.25	18.00	27.00	45.00
N	6.00	9.00	15.00	24.00	36.00	60.00

MUSKOGEE, 37,289 pop.; 12,063 homes; 88.8% radio; 10,712 radio homes; Muskogee Co.; TV alloc.: Chans. 8, *45, 66.

2 AM affiliates, average 1-time rates

D	4.00	6.25	10.50	17.00	25.50	42.50
N	4.00	7.00	11.50	18.50	30.00	50.00

KBIX, 250w, 1490kc, ABC, Taylor, Conlan, BMB

D	4.00	6.00	10.00	16.00	24.00	40.00
N	4.00	6.00	10.00	16.00	24.00	40.00

KBIX-FM, Chan. 253, 98.5mc, 3.3kw, Bonus
KMUS, 1kw-D, 500w-N, 1380kc, MBS, Pearson

D		6.50	11.00	18.00	27.00	45.00
N		8.00	13.00	21.00	36.00	60.00

KMUS-FM, Chan. 268, 101.5mc, 8.7kw, Bonus

NORMAN, 27,006 pop.; 6,388 homes; 94.8% radio; 6,056 radio homes; Cleveland Co.; TV alloc.: Chans. 31, *37.
KNOR, 250w, 1400kc
(Rates not available)

OKLAHOMA CITY, 243,504 pop.; 78,879 homes; 93.3% radio; 73,594 radio homes; Oklahoma Co.; TV alloc.: Chans. 4 (WKY-TV), 9, *13, 19, 25.

4 AM affiliates, average 1-time rates

D	20.05	18.38	21.67	45.25	67.25	125.00
N	26.00	25.75	36.67	79.75	120.25	198.75

3 AM non-affiliates, average 1-time rates

D	7.25	8.60	13.50	23.67	39.17	61.00

KBYE, 1kw-D, 830kc, Radio Reps.

D	7.20	15.00	24.00	40.00	60.00

KLPR, 1kw-D, 1140kc

D	10.00	12.00	20.00	40.00

(1 hour rate on request)
KOCY, 250w, 1340kc, MBS, Walker

D	7.00	12.50	25.00	35.00	60.00
N	10.00	20.00	45.00	70.00	120.00

KOMA, 50kw, 1520kc, CBS, Avery-Knodel, Conlan

D	15.00	20.00	30.00	40.00	80.00	150.00
N	30.00	40.00	50.00	90.00	160.00	275.00

KOMA-FM, Chan. 234, 94.7mc, 57kw, Bonus

MARKET INDICATORS FOR OKLAHOMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,233,351	'50	2,336,434	'40
Urban Population	1,139,481	'50	(1) 879,663	'40
Rural Population	1,093,870	'50	(1) 1,456,771	'40
Total Homes	663,262	'50	610,481	'40
Percentage Radio	89.5%	'50	68.8%	'40
Radio Homes	594,198	'50	405,754	'40
Retail Sales	$1,823,868,000	'51	$1,634,205,000	'48
Automobiles	865,530	'51	831,368	'50
Telephones	596,700	'52	343,000	'45
New Construction	$ 279,900,000	'47	$ 109,200,000	'40
Internal Revenue Collections	$ 494,417,418	'51	$ 413,470,362	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

KTOK, 5kw-D, 1kw-N, 1000kc, ABC

	SB	1M	5M	15M	30M	1 Hr
D	12.15	13.50	22.50	36.00	54.00	90.00
N	18.00	20.00	40.00	64.00	96.00	100.00

KTOW, 250w-D, 800kc, Rambeau

D	7.25	13.50	27.00	37.50	62.00

WKY, 5kw, 930kc, NBC, Katz

D	33.00	33.00	80.00	120.00	200.00
N	33.00	33.00	120.00	180.00	300.00

WKY-TV, Chan. 4, 8.3kw-aur.; 16.9kw-vis., Katz

N	110.00	220.00	330.00	550.00

OKMULGEE, 18,317 pop.; 5,829 homes; 87.7% radio; 5,112 radio homes; Okmulgee Co.; TV alloc.: Chan. 26.
KHBG, 250w, 1240kc, MBS, KBS, Pearson

D	5.50	8.00	13.00	24.00	45.00
N	5.50	8.00	13.00	24.00	45.00

PAULS VALLEY, 6,896 pop.; Garvin Co., TV alloc.: Chan. 61.
KVLH, 250w-D, 1470kc, Best

D	3.50	4.00	9.00	15.00	25.00	40.00

PONCA CITY, 20,180 pop.; 6,563 homes; 94.3% radio; 6,189 radio homes; Kay Co.; TV alloc.: Chan. 40.
WBBZ, 250w, 1230kc, MBS

D	6.00	8.00	12.50	20.00	30.00	50.00
N	6.00	8.00	12.50	20.00	30.00	50.00

PRYOR CREEK, 4,486 pop.; Mayes Co.; TV alloc.: Chan. 54.
KOLS, 250w-D, 1570kc

D	1.50	2.50	5.00	12.00	22.00	40.00

SAPULPA, 13,031 pop.; 4,123 homes; 88.3% radio; 3,641 radio homes; Creek Co.; TV alloc.: Chan. 42.

SEMINOLE, 11,863 pop.; 3,589 homes; 90.6% radio; 3,252 radio homes; Seminole Co.; TV alloc.: Chan. 59.

SHAWNEE, 22,948 pop.; 7,380 homes; 91.3% radio; 6,738 radio homes; Pottawatomie Co.; TV alloc.: Chan. 53.
KGFF, 250w, 1450kc, MBS, Taylor

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

STILLWATER, 20,238 pop.; 4,897 homes; 94.9% radio; 4,647 radio homes; Payne Co.; TV alloc.: Chans. 29, *69.
KSPI, 250w-D, 780kc, MBS

D	4.00	6.00	9.00	15.00	25.00	40.00
N	6.00	9.00	12.00	20.00	30.00	50.00

KSPI-FM, Chan. 230, 93.9mc, 11kw, (Bonus daytime only)

N	4.00	6.00	9.00	15.00	25.00	40.00

TULSA, 182,740 pop.; 58,660 homes; 94.9% radio; 55,668 radio homes; Tulsa Co.; TV alloc.: Chans. 2, 6 (KOTV(TV)), *11, 17, 23.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	13.00	15.33	29.17	48.33	73.33	126.67
N	26.00	30.67	58.33	96.67	146.67	253.33

3 AM non-affiliates, average 1-time rates

D	8.50	10.50	17.33	33.67	58.00	95.00
N	10.50	14.50	26.50	48.00	77.00	125.00

KAKC, 1kw, 970kc, Walker

D	8.00	12.00	20.00	35.00	60.00	100.00
N	12.00	20.00	35.00	60.00	100.00	160.00

KAKC-FM, Chan. 238, 95.5mc, 8.2kw, Bonus
KFMJ, 1kw-D, 1050kc, Dora-Clayton, Indie Sales

D		14.00	30.00	60.00

KOME, 5kw-D, 1kw-N, 1300kc, Pearson

D	9.00	9.00	18.00	36.00	54.00	90.00
N	9.00	9.00	18.00	36.00	54.00	90.00

KOTV (TV), Chan. 6, 8.5kw-aur.; 16.55kw-vis.; ABC, CBS, NBC, Du-Mont, Young

D	60.00	60.00	75.00	120.00	180.00	300.00
N	100.00	100.00	125.00	200.00	300.00	500.00

KRMG, 50kw-D, 25kw-N, 740kc, ABC, Blair

D	14.00	14.00	25.00	45.00	70.00	130.00
N	28.00	28.00	50.00	90.00	140.00	260.00

KTUL, 5kw, 1430kc, CBS, Avery-Knodel, BMB, Hooper

D	12.00	12.00	20.00	40.00	60.00	100.00
N	24.00	24.00	40.00	80.00	120.00	200.00

KTUL-FM, Chan. 246, 97.1mc, 2.6kw, Bonus
KVOO, 50kw, 1170kc, NBC, Petry, BMB, Hooper

D		20.00	42.50	60.00	90.00	150.00
N		40.00	85.00	120.00	180.00	300.00

VINITA, 5,518 pop.; Craig Co.; TV alloc.: Chan. 28.

WEWOKA, 6,747 pop.; Seminole Co.
KWSH, 1kw, 1260kc, ABC, MBS, BMB

D	6.00	6.00	12.50	20.00	30.00	50.00
N	9.00	9.00	18.75	30.00	45.00	75.00

WOODWARD, 5,915 pop.; Woodward Co.; TV alloc.: Chan. 8.
KSIW, 250w, 1450kc, MBS

D	3.50	5.25	8.00	16.00	24.00	40.00
N	3.50	5.25	8.00	16.00	24.00	40.00

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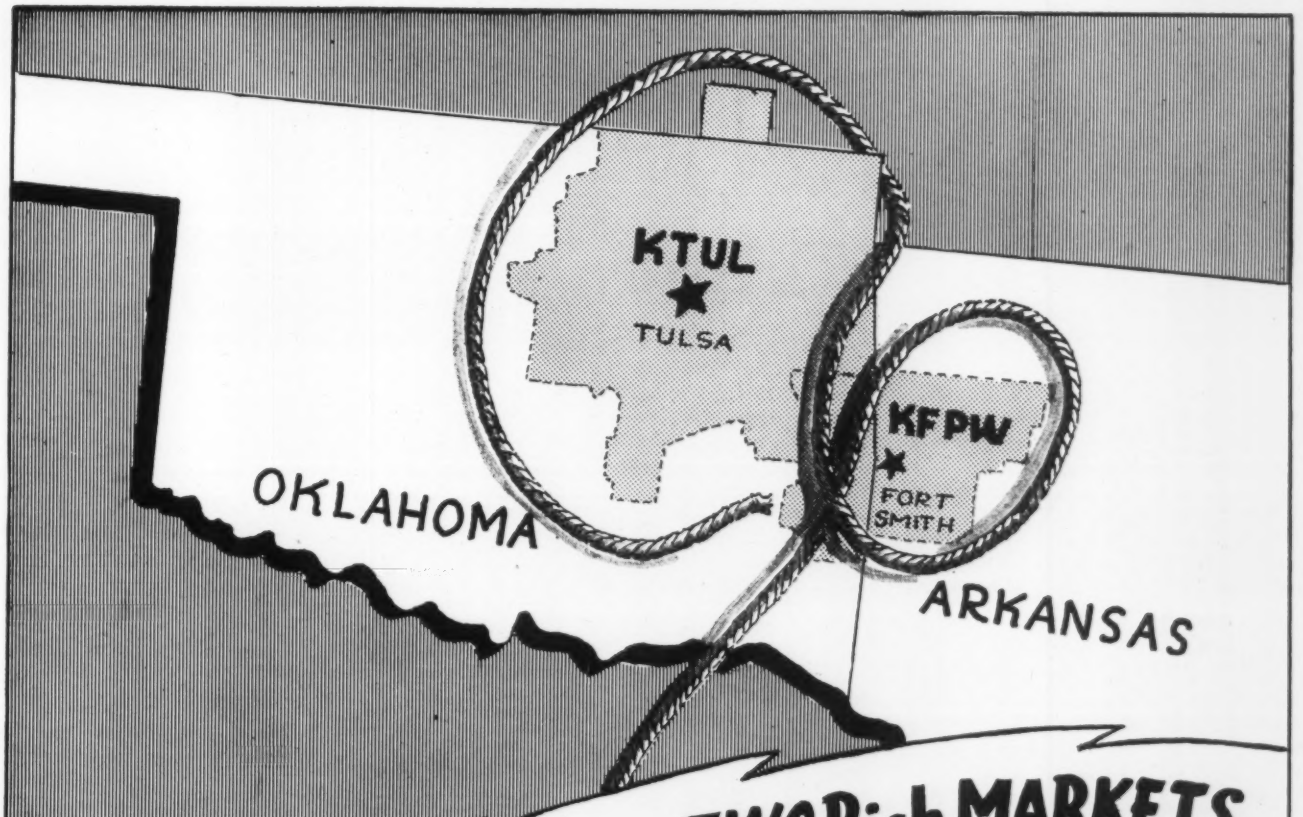

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The KTUL-KFPW Trade Areas

- POPULATION
  - KTUL 892,400
  - KFPW 199,700
- RETAIL SALES
  - KTUL $687,420,000
  - KFPW $131,334,000
- NET EFFECTIVE BUYING INCOME
  - KTUL $943,653,000
  - KFPW $150,072,000

KTUL TULSA — Radio — **KFPW** FORT SMITH

JOHN ESAU
Vice President
General Manager

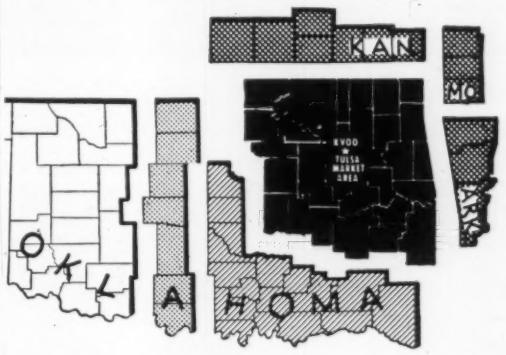
AFFILIATED WITH KOMA, OKLAHOMA CITY

OKLAHOMA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1949 Automobiles	1949 Median Fam. Income	1950 Employed
Adair	14,918	15,755	—5.3		14,918	3,874	3,150	81.3	1,412	4,063	$ 2,034,841	1,646	$ 881	3,830
Alfalfa	10,699	14,129	—24.3	2,635	8,064	3,501	3,256	93.0	3,127	8,270	10,508,548	3,614	2,318	3,839
Atoka	14,269	18,702	—23.7	2,653	11,616	3,779	3,061	81.0	1,787	5,691	2,758,344	1,742	1,252	3,942
Beaver	7,411	8,648	—14.3		7,411	2,240	2,018	90.1	1,578	4,152	13,736,870	2,329	2,941	2,704
Beckham	21,627	22,169	—2.4	11,324	10,303	6,758	5,974	88.4	3,924	20,712	8,929,272	6,529	2,481	7,752
Blaine	15,049	18,543	—18.8	3,249	11,800	4,609	4,079	88.5	3,125	11,998	9,417,104	4,548	2,124	5,261
Bryan	28,999	38,138	—24.0	10,541	18,458	8,369	7,356	87.9	5,643	18,567	5,667,881	6,334	1,417	8,545
Caddo	34,913	41,567	—16.0	6,184	28,729	10,004	8,844	88.4	6,526	24,012	15,265,220	8,736	1,959	10,085
Canadian	25,644	27,329	—6.2	10,991	14,653	7,559	7,000	92.6	5,427	19,838	11,041,094	7,183	2,570	8,806
Carter	36,455	43,292	—15.8	20,468	15,987	11,165	9,803	87.8	7,121	30,029	2,437,746	9,301	2,353	12,024
Cherokee	18,989	21,030	—9.7	4,750	14,239	4,863	3,890	80.0	1,821	6,539	1,676,687	2,446	1,178	4,648
Chocktaw	20,405	28,358	—28.0	5,984	14,421	5,721	4,697	82.1	3,091	9,761	2,075,238	2,585	1,096	5,719
Cimarron	4,589	3,654	25.6		4,589	1,340	1,202	89.7	671	4,597	10,556,834	1,450	3,355	1,750
Cleveland	41,443	27,728	49.5	27,006	14,437	10,280	9,458	92.0	5,087	23,315	3,111,511	8,831	2,545	12,774
Coal	8,056	12,811	—37.1		8,056	2,248	1,900	84.5	1,430	2,937	2,219,712	1,163	1,185	2,437
Comanche	55,165	38,988	41.5	34,757	20,408	15,117	13,348	88.3	6,259	49,028	5,308,139	11,874	2,736	14,317
Cotton	10,180	12,884	—21.0	2,743	7,437	3,051	2,737	89.7	2,167	7,251	5,361,285	2,822	1,948	3,024
Craig	18,263	21,083	—13.4	5,518	12,745	4,682	4,059	86.7	2,932	9,534	5,189,875	3,801	1,510	5,440
Creek	43,143	55,503	—22.3	23,638	19,505	13,063	11,535	88.3	9,417	28,081	2,805,529	10,393	2,242	13,467
Custer	21,097	23,068	—8.5	11,084	10,013	6,402	5,755	89.9	4,340	20,838	9,132,652	6,239	2,215	7,576
Delaware	14,734	18,592	—20.8		14,734	4,150	3,469	83.6	2,038	3,150	2,815,318	2,456	1,108	4,182
Dewey	8,789	11,981	—26.6		8,789	2,638	2,356	89.3	2,001	5,364	6,140,888	2,180	1,724	3,126
Ellis	7,326	8,466	—13.5		7,326	2,279	2,060	90.4	1,544	5,133	7,249,502	2,082	2,563	2,413
Garfield	52,820	45,588	16.1	36,017	16,803	16,000	14,976	93.6	10,767	60,728	13,378,611	15,159	2,961	18,616
Garvin	29,500	31,150	—5.3	9,917	19,583	8,475	7,272	85.8	4,026	21,070	5,302,904	6,976	2,146	9,009
Grady	34,872	41,116	—15.2	15,842	19,030	10,493	9,244	88.1	6,869	25,956	10,741,491	8,605	1,846	11,037
Grant	10,461	13,128	—20.3		10,461	3,432	3,260	95.0	3,117	6,954	12,947,580	3,754	2,427	3,949
Greer	11749	14,550	—19.3	4,271	7,478	3,544	3,097	87.4	2,466	8,464	7,276,084	3,193	1,887	3,574
Harmon	8,079	10,019	—19.4	3,089	4,990	2,407	2,152	89.4	1,716	6,115	7,387,410	2,167	2,440	2,578
Harper	5,977	6,454	—7.4		5,977	1,804	1,629	90.3	1,141	5,069	8,702,191	2,453	2,667	2,230
Haskell	13,313	17,324	—23.2		13,313	3,499	2,992	85.5	1,964	4,787	2,276,795	1,906	1,358	3,719
Hughes	20,664	29,189	—29.2	6,192	14,472	5,902	5,152	87.3	4,146	12,142	3,363,819	3,658	1,479	6,804
Jackson	20,082	22,708	—11.6	9,735	10,347	6,318	5,642	89.3	4,233	17,827	11,441,595	5,780	2,224	6,560
Jefferson	11,122	15,107	—26.4		11,122	3,339	2,932	87.8	2,234	6,837	5,489,503	2,756	1,739	3,415
Johnston	10,608	15,960	—33.5		10,608	2,926	2,528	86.4	1,863	3,197	2,844,927	1,369	1,223	2,821
Kay	48,892	47,084	3.8	33,022	15,870	15,479	14,426	93.2	10,620	44,307	10,735,394	16,914	3,047	18,241
Kingfisher	12,860	15,617	—17.7	3,345	9,515	3,981	3,615	90.8	3,065	13,409	11,497,579	4,214	2,280	4,464
Kiowa	18,926	22,817	—17.1	5,380	13,546	5,881	5,281	89.8	4,179	16,692	10,842,887	5,825	2,165	6,111
Latimer	9,690	12,380	—21.7		9,690	2,590	2,176	84.0	1,362	3,072	1,118,339	1,110	1,359	2,493
Le Flore	35,276	45,866	—23.1	6,467	28,809	9,820	8,308	84.6	5,425	14,304	2,802,860	5,451	1,346	9,047
Lincoln	22,102	29,529	—25.2	2,724	19,378	6,707	5,882	87.7	4,470	14,261	3,758,869	5,438	1,718	7,132
Logan	22,170	25,245	—12.2	10,113	12,057	6,742	6,027	89.4	4,746	15,822	4,666,835	5,748	1,911	7,343
Love	7,721	11,433	—32.5		7,721	2,166	1,884	87.0	1,471	3,110	2,619,561	1,379	1,390	2,359
McClain	14,681	19,205	—23.6	3,546	11,135	4,170	3,620	86.8	2,724	7,490	4,843,383	2,866	1,710	4,415
McCurtain	31,588	41,318	—23.5	4,671	26,917	8,398	6,777	80.7	3,704	12,495	2,731,187	3,250	1,140	8,366
McIntosh	17,829	24,097	—26.0	5,178	12,651	4,688	3,975	84.8	2,496	6,969	3,427,345	2,443	1,101	4,714
Major	10,279	11,946	—14.0		10,279	3,078	2,749	89.3	2,057	6,690	7,090,543	3,247	2,250	3,780
Marshall	8,177	12,384	—34.0	2,791	5,386	2,463	2,148	87.2	1,646	4,143	2,894,924	1,850	1,864	2,514
Mayes	19,743	21,668	—8.9	4,486	15,257	5,620	4,805	85.5	2,754	9,279	3,021,570	3,621	1,511	5,831
Murray	10,775	13,841	—22.2	4,389	6,386	3,413	2,993	87.7	2,043	6,941	2,347,081	2,855	1,845	3,259
Muskogee	65,573	65,914	—0.5	37,289	28,284	19,194	16,622	86.6	10,428	46,968	5,348,709	12,777	2,133	21,535
Noble	12,156	14,826	—18.0	5,137	7,019	3,911	3,579	91.5	3,070	9,875	5,950,695	3,640	2,386	4,532
Nowata	12,734	15,774	—19.3	3,965	8,769	3,924	3,418	87.1	2,588	6,755	3,030,764	3,554	2,099	4,183
Okfuskee	16,948	26,279	—35.5	3,454	13,494	4,661	3,962	85.0	3,237	7,788	2,454,385	2,932	1,362	4,887
Oklahoma	325,352	244,159	33.3	281,177	44,175	101,916	94,884	93.1	57,392	380,116	5,695,643	90,837	3,221	131,730
Okmulgee	44,561	50,101	—11.1	26,304	18,257	13,185	11,471	87.0	8,091	29,493	3,096,208	10,184	2,091	13,251
Osage	33,071	41,502	—20.3	10,254	22,817	9,946	9,081	91.3	7,600	17,930	13,297,098	8,694	2,584	10,967
Ottawa	32,218	35,849	—10.1	15,752	16,466	10,018	8,886	88.7	6,664	23,820	3,262,675	9,213	2,326	10,069
Pawnee	13,616	17,395	—21.7	2,861	10,755	4,067	3,603	88.6	2,897	7,403	3,831,569	3,788	1,708	4,162
Payne	46,430	36,057	28.8	32,007	14,423	13,007	11,914	91.6	7,465	33,478	4,615,689	11,508	2,562	15,578
Pittsburg	41,031	48,985	—16.2	17,878	23,153	11,477	10,019	87.3	6,966	28,387	3,710,137	7,509	1,792	16,849
Pontotoc	38,875	39,792	—22.4	15,995	14,880	9,306	8,385	90.1	6,605	27,871	3,104,489	7,420	2,256	10,197
Pattawatomie	43,517	54,377	—20.0	22,948	20,569	13,188	11,869	90.0	9,776	35,797	3,953,512	11,289	2,196	14,159
Pushmataha	12,001	19,466	—38.3	2,506	9,495	3,403	2,665	78.3	1,918	4,928	1,566,692	1,217	1,110	3,481
Roger Mills	7,395	10,736	—31.1		7,395	2,174	1,889	86.9	1,564	3,014	5,936,672	1,772	1,970	2,442
Rogers	19,532	21,078	—7.3	5,494	14,038	5,728	4,966	86.7	3,118	10,158	4,357,568	4,361	1,823	6,243
Seminole	40,672	61,201	—33.5	21,317	19,355	11,494	10,264	89.3	9,746	29,038	2,267,448	9,784	2,439	12,804
Sequoyah	19,773	23,138	—14.5	2,885	16,888	5,005	4,089	81.7	1,915	4,986	1,466,877	2,567	1,198	4,903
Stephens	34,071	31,090	9.6	18,724	15,347	10,344	9,175	88.7	5,143	30,501	4,143,912	9,871	2,663	11,770
Texas	14,235	9,896	43.8	4,718	9,517	4,180	3,816	91.3	1,919	16,111	19,175,572	5,330	3,767	5,225
Tillman	17,598	20,754	—15.2	5,467	12,131	5,252	4,706	89.6	3,770	14,944	14,513,199	4,761	2,133	5,359
Tulsa	251,686	193,363	30.2	207,173	44,513	77,991	73,234	93.9	44,945	296,120	6,034,367	73,247	3,306	99,542
Wagoner	16,741	21,642	—22.6	4,395	12,346	4,600	3,749	81.5	2,285	6,741	3,439,918	2,363	1,360	4,569
Washington	32,880	30,559	7.6	21,741	11,139	10,314	9,613	93.2	6,766	31,360	2,339,133	9,451	3,486	12,938
Washita	17,657	22,279	—20.7	2,920	14,737	5,288	4,786	90.5	4,067	10,562	14,866,943	4,707	2,152	6,268
Woods	14,526	14,915	—2.6	6,505	8,021	4,526	4,191	92.6	3,244	15,002	9,429,419	4,911	2,767	5,377
Woodward	14,383	16,270	—11.6	5,915	8,468	4,136	3,727	90.1	2,803	13,732	7,388,194	4,335	2,485	5,029

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

The KVOO Market is the No. 1 Market in Oklahoma



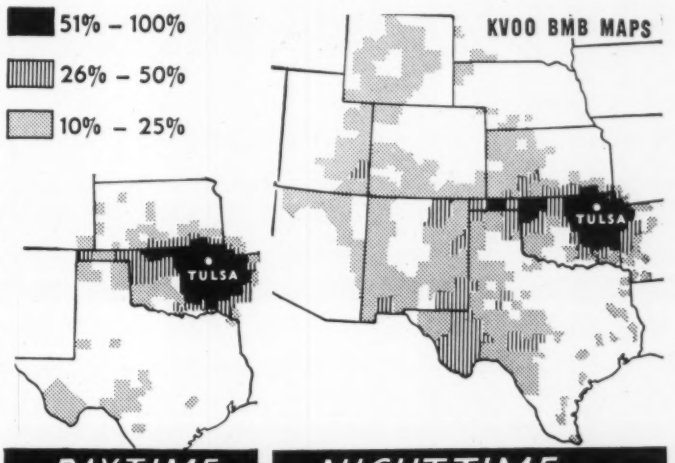
Population figures from preliminary release of 1950 Census. Retail Sales and Effective Buying Income from Sales Management Survey of Buying Power. Other figures from Research Department of Tulsa Chamber of Commerce.

	Tulsa and N. E. Okla. 30 Counties	47 Okla. Counties	54 Okla. Counties	N. E. Okla. 30 Cos. Plus 14 Cos. of Kans., Mo., Ark.*
PERCENT OF 77 COUNTY OKLA. LAND AREA	34.8%	54.3%	63.8%	
POPULATION % OF OKLA.	46.6	75.8	84.0	70.6%
RETAIL SALES % OF OKLA.	43.5	75.2	84.4	72.0%
EFFECTIVE BUYING INCOME % OF OKLA.	43.8	74.4	82.9	67.2%
BANK DEPOSITS % OF OKLA.	48.0	75.8	85.5	

*Percent is of total Oklahoma figure for 77 counties.

Only KVOO *Blankets* This Rich Market

Yes, KVOO, alone, blankets Oklahoma's richest No. 1 market! In addition, adjoining rich counties in Kansas, Missouri and Arkansas, constituting a part of the Tulsa Trade Territory, are within KVOO's 51-100% BMB daytime area. In the 30 county area, are concentrated 58% of Oklahoma's Industrial Wage earners receiving 61% of the state industrial payroll. Tulsa is the Oil Capital of the World, having more oil producing, refining, and marketing companies maintaining home offices there than in any other city. This insures a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests. KVOO maintains one of the Southwest's oldest and most complete Farm Departments.



STATION INFORMATION: 1170 clear channel full-time 50,000 Watts day and night. Standard and World transcription library, U. P. news. Operating time: 6 days a week, 5:25 a.m. to 2:30 a.m. Sundays: 7:30 a.m. to 2:30 a.m. Owned and operated by Southwestern Sales Corp. Philtower, Tulsa 3, Okla. Wm. B. Way, General Manager; Gustav Brandborg, Assistant General and Commercial Manager. NBC Affiliate.

KVOO INTENSITY OF COVERAGE

1949 KVOO BMB DAYTIME

Counties with:	No. of Counties	Radio Families	Total Weekly Families*	%	KVOO 6 or 7 Audience**	%
51-100%	49	381,660	317,650	83.2	230,090	60.3
26- 50%	28	139,470	50,990	36.6	20,360	14.6
10- 25%	69	284,560	42,740	15.0	13,660	4.8
Total	146	805,690	411,380		264,110	

1949 KVOO BMB NIGHTTIME

51-100%	40	316,780	258,640	78.0	148,830	47.0
26- 50%	60	238,940	86,970	36.4	25,820	10.8
10- 25%	210	723,480	110,310	15.2	28,570	3.9
Total	310	1,279,200	455,920		203,220	

*Families in counties in which 10% or more of the 1949 radio families listen to KVOO.

**Families among 1949 radio families listening to KVOO 6 or 7 days (or nights) a week.

HOOPER RATING IN TULSA (January, 1952)

KVOO	Station B	Station C	Station D*	Station E	Station F
Morning	22.7	25.1	24.5	14.4	5.0	7.0
Afternoon	40.1	24.1	10.7	14.2	10.0	3.7
(Sun. Aft.)	27.8	22.0	8.2	23.6	10.9	3.3
Night	39.5	31.2	17.3	*	6.3	8.5

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

OREGON

SPOT RATE FINDER

ALBANY, 10,115 pop.; 3,396 homes; 97.3% radio; 3,304 radio homes; Linn Co.; TV alloc.: Chan. 55.
KWIL, 250w, 1240kc, MBS, Keating

	SB	1M	5M	15M	30M	1 Hr
D	4.12	4.12	6.00	10.00	15.00	25.00
N	5.50	5.50	8.50	14.00	21.00	35.00

KWIL-FM, Chan. 269, 101.7mc, 710w, Bonus

ASHLAND, 7,739 pop.; Jackson Co.; TV alloc.: Chan. 14.
KWIN, 250w, 1400kc, Keating, Western Radio Sales, Continental

D	4.20	5.40	16.25	24.45	40.65
N	4.20	5.40	16.25	24.45	40.65

ASTORIA, 12,331 pop.; 4,277 homes; 97.1% radio; 4,153 radio homes; Clatsop Co.; TV alloc.: Chan. 30.
KAST, 1kw, 1370kc, MBS, KBS, McHugh

D	5.00	7.50	12.00	18.00	30.00
N	6.00	8.00	16.00	24.00	40.00

KVAS, 250w, 1230kc

D	4.12	4.12	6.00	10.00	15.00	25.00
N	5.50	5.50	8.50	14.00	21.00	35.00

BAKER, 9,471 pop.; Baker Co.; TV alloc.: Chan. 37.
KBKR, 250w, 1490kc, KBS

D	3.75	3.75	5.50	10.75	18.00	30.00
N	3.75	3.75	5.50	10.75	18.00	30.00

BEND, 11,409 pop.; 3,713 homes; 97.3% radio; 3,613 radio homes; Deschutes Co.; TV alloc.: Chan. 15.
KBND, 1kw, 1270kc, MBS, Grant, Conlan

D	5.00	5.00	7.00	14.00	21.00	35.00
N	6.00	6.00	8.50	16.00	24.00	40.00

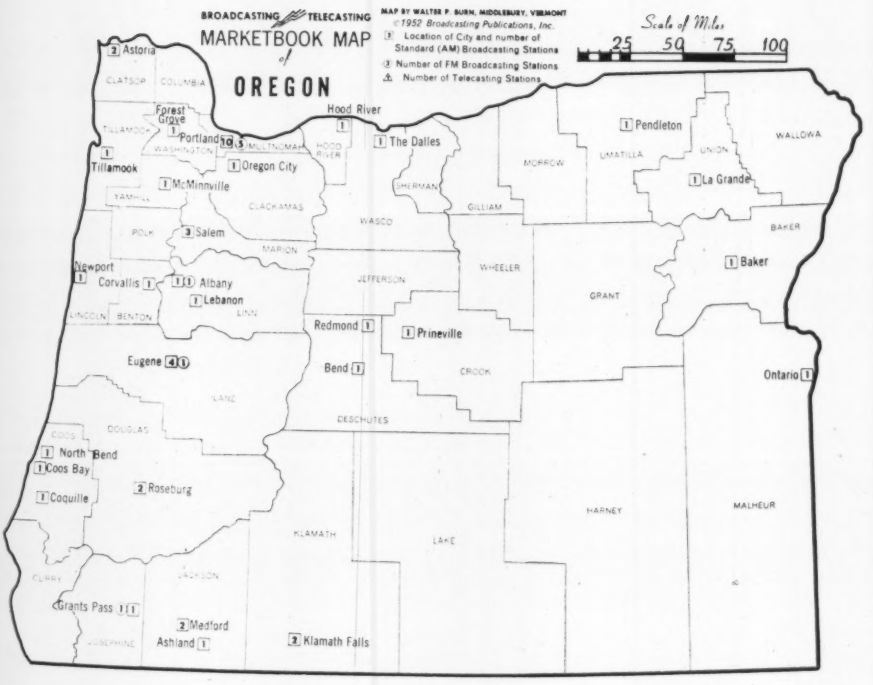
BURNS, 3,093 pop.; Harney Co.; TV alloc.: Chan. 16.
COOS BAY, 6,223 pop.; Coos Co.
KOOS, 250w, 1230kc, MBS, Keating, O'Connell

D	3.50	5.25	7.00	14.00	21.00	35.00
N	4.00	6.00	8.00	16.00	24.00	40.00

COQUILLE, 3,523 pop.; Coos Co.
KWRO, 250w, 1450kc, Grant

D	3.00	4.50	6.00	12.00	18.00	30.00
N	3.50	5.25	7.00	14.00	21.00	35.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.



590
KUGN
Bonus: KUGN-FM
— EUGENE —
Oregon's Second (and growing) Market
Lumber Capital of the World!

Item (Complete Station Area)	Amount
Total Families	$ 103,800
Retail Sales	330,208,000
Food Sales	78,555,000
General Merchandise	31,748,000
House Furnishings	18,874,000
Auto Sales	76,264,000
Drug Sales	5,256,000
Effective Buying Income	368,358,000
Farm Income	62,371,000

Rank in Country's top 200 counties	
Population	191
Retail Sales	175
Effective Buying Income per family	178
Effective Buying Income per capita	164
Food Sales	178
Furniture, Household and Radio Sales	160
General Merchandise	144
Automotive Products	177

Represented Nationally by Robert Meeker Associates, Inc.
Oregon and Washington: Frank McHugh Co.

CORVALLIS, 16,207 pop.; 4,318 homes; 98.1% radio; 4,236 radio homes; Benton Co.; TV alloc.: Chans. *7, 49.

KRUL, 250w, 1340kc, Keating

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	6.50	14.00	21.00	35.00
N	3.60	3.60	5.20	11.20	16.80	28.00

THE DALLES, 7,676 pop.; Wasco Co.; TV alloc.: Chan. 32.

KODL, 250w-D, 100w-N, 1230kc, Keating

D	3.50	4.50	8.65	13.80	23.00	40.25
N	3.50	4.50	8.65	13.80	23.00	40.25

EUGENE, 35,879 pop.; 11,204 homes; 98.1% radio; 10,991 radio homes; Lane Co.; TV alloc.: Chans. *9, 13, 20, 26.

3 AM affiliates, average 1-time rates

D	7.00	7.00	11.17	19.33	29.67	45.00
N	9.17	9.17	16.50	28.67	44.00	63.33

KASH, 1kw, 1600kc, Cooke

D	7.50	7.50	15.00	22.00	38.00	60.00
N	8.50	8.50	19.20	28.80	43.20	72.00

KERG, 1kw, 1280kc, CBS

D	7.00	7.00	11.50	20.00	30.00	45.00
N	9.00	9.00	15.00	27.00	40.00	60.00

KORE, 250w, 1450kc, MBS, Everett-McKinney, Conlan

D	6.00	6.00	10.00	17.00	25.00	42.00
N	8.50	8.50	14.50	24.00	36.00	50.00

KUGN, 1kw, 590kc, ABC, NBC, Meeker

D	8.00	8.00	12.00	21.00	34.00	48.00
N	10.00	10.00	20.00	35.00	56.00	80.00

KUGN-FM, Chan. 256, 99.1mc, 356w, Bonus

FOREST GROVE, 4,343 pop.; Washington Co.

KFGR, 250w-D, 1570kc, BMB

D	3.00	3.00	8.00	12.00	20.00	30.00
N	3.00	3.00	8.00	12.00	20.00	30.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

GRANTS PASS, 8,116 pop.; Josephine Co.; TV alloc.: Chan. 30.

KUIN, 250w, 1340kc, MBS, Grant, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.32	4.32	6.48	10.80	16.20	27.00
N	6.40	6.40	9.60	16.00	24.00	40.00

KGPO (FM), Chan. 245, 96.9mc, 3.1kw, Bonus

HOOD RIVER, 3,701 pop.; Hood River Co.

KIHR, 250w, 1340kc

D	3.45	3.45	7.85	12.70	18.95	31.50
N	3.95	3.95	8.75	14.00	21.00	35.00

KLAMATH FALLS, 15,875 pop.; 5,344 homes; 97.0% radio; 5,184 radio homes; Klamath Co.; TV alloc.: Chan. 2.

2 AM affiliates, average 1-time rates

D	5.50	6.00	11.25	17.50	27.50	40.00
N	5.85	6.43	11.13	18.75	30.00	42.50

KFJI, 5kw-D, 1kw-N, 1150kc, MBS, Grant

D	6.00	6.00	12.50	20.00	30.00	45.00
N	6.00	6.00	12.50	20.00	30.00	45.00

KFLW, 250w, 1450kc, ABC, Everett-McKinney, Hooper

D	5.00	6.00	10.00	15.00	25.00	35.00
N	5.70	6.85	11.75	17.50	30.00	40.00

LA GRANDE, 8,635 pop.; Union Co.; TV alloc.: Chan. 13.

KLBM, 250w, 1450kc

D	3.75	3.75	5.50	10.75	18.00	30.00
N	3.75	3.75	5.50	10.75	18.00	30.00

LEBANON, 5,873 pop.; Linn Co.; TV alloc.: Chan. 43.

KGAL, 1kw, 930kc, Forjoe

D		6.00	8.25	17.50	35.00	60.00
N		6.00	8.25	17.50	35.00	60.00

McMINNVILLE, 6,635 pop.; Yamhill Co.; TV alloc.: Chan. 46.

KMCM, 1kw, 1260kc

D	3.50	3.85	7.50	12.00	18.00	30.00
N	3.75	4.13	8.50	14.00	21.00	35.00

MEDFORD, 17,305 pop.; 5,873 homes; 97.4% radio; 5,720 radio homes; Jackson Co.; TV alloc.: Chans. 4, 5.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	7.00	7.00	9.60	19.20	28.80	48.00
N	9.00	9.00	14.00	28.00	42.00	70.00

KMED, 5kw-D, 1kw-N, 1440kc, NBC, Meeker, Conlan

D	9.00	9.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

KYJC, 1230kc, ABC, Grant

D	5.00	5.00	7.20	14.40	21.60	36.00
N	6.00	6.00	12.00	24.00	36.00	60.00

NEWPORT, 3,241 pop.; Lincoln Co.

KNPT, 1kw, 1310kc

D	3.50	5.25	7.00	14.00	21.00	35.00
N	4.00	6.00	8.00	16.00	24.00	40.00

NORTH BEND, 6,099 pop.; Coos Co.; TV alloc.: Chan. 16.

KFIR, 250w, 1340kc, CBS

D	5.25	5.25	7.00	14.00	21.00	35.00
N	6.00	6.00	8.00	16.00	24.00	40.00

ONTARIO, 4,465 pop.; Malheur Co.

KSRV, 1kw, 1380kc, Conlan

D		5.00	7.00	14.00	21.00	35.00
N		5.00	7.00	14.00	21.00	35.00

OREGON CITY, 7,682 pop.; Clackamas Co.

PENDLETON, 11,774 pop.; 3,513 homes; 96.6% radio; 3,394 radio homes; Umatilla Co.; TV alloc.: Chan. 28.

KWRC, 250w, 1240kc

D	3.60	4.80	9.95	15.15	27.50	45.00
N	3.60	4.80	9.95	15.15	27.50	45.00

PORTLAND, 373,628 pop.; 126,624 homes; 98.0% radio; 124,092 radio homes; Multnomah Co.; TV alloc.: Chans. 6, 8, *10, 12, 27 (Empire Coil Co. KPTV grant)

4 AM affiliates, average 1-time rates

D	18.88	25.88	30.75	38.75	67.50	118.75
N	32.25	51.25	60.25	75.25	133.75	236.25

6 AM non-affiliates, average 1-time rates

D	8.17	8.58	16.00	28.42	47.59	82.88
N	9.25	9.00	17.33	33.33	57.00	101.67

KBKO, 1kw-D, 1290kc, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	15.00	24.00	39.60	66.00

KEX, 50kw, 1190kc, ABC, Free & Peters, BMB

D	23.00	28.00	35.00	45.00	75.00	125.00
N	44.00	54.00	65.00	86.00	145.00	245.00

KEX-FM, Chan. 222, 92.3mc, 56kw, Free & Peters, Bonus

KGON, 250w, 1230kc, Meeker

D	10.00	10.00	20.00	40.00	60.00	100.00
N	10.00	10.00	20.00	40.00	60.00	100.00

KGW, 5kw, 620kc, NBC, Petry, Hooper

D	20.00	27.50	32.50	40.00	66.00	110.00
N	40.00	55.00	65.00	80.00	132.00	220.00

KGW-FM, Chan. 262, 100.3mc, 57kw, Petry

KOIN, 5kw, 970kc, CBS, Avery-Knodel, Hooper, BMB

D	20.00	30.00	32.50	40.00	75.00	150.00
N	40.00	60.00	65.00	75.00	150.00	300.00

KOIN-FM, Chan. 266, 101.1mc, 48.6kw, Bonus

KPAM, 1kw-D, 1410kc

D		9.00	15.00	22.50	33.75	56.25

KPFM (FM), Chan. 245, 97.1mc, 3.3kw

D		9.00	15.00	22.50	33.75	56.25
N		9.00	15.00	22.50	33.75	56.25

KPDQ, 1kw-D, 800kc

D		8.00	14.00	24.00	40.00	70.00

KPOJ, 5kw, 1330kc, MBS, Don Lee, Blair, Hooper, BMB

D	12.50	18.00	23.00	30.00	54.00	90.00
N	25.00	36.00	46.00	60.00	108.00	180.00

KPOJ-FM, Chan. 254, 98.7mc, 50kw, Blair, Bonus

KWJJ, 10kw, 1080kc, Weed

D		8.50	17.00	30.00	51.00	85.00
N		8.50	17.00	30.00	51.00	85.00

KXL, 10kw, 750kc, Walker

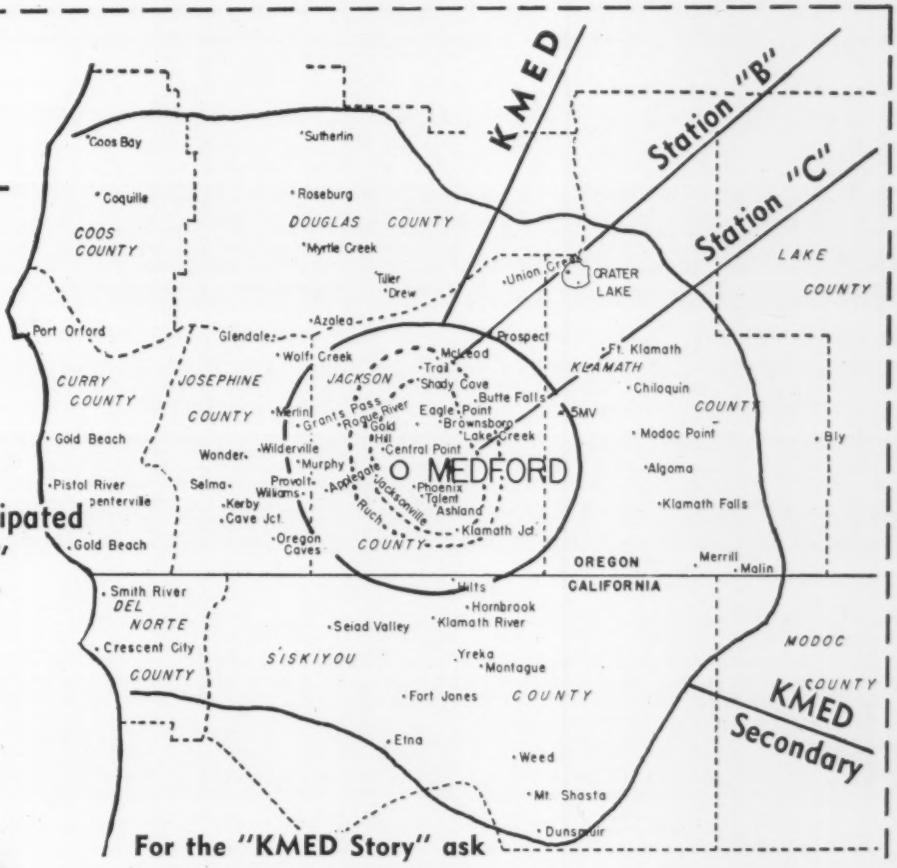
D	8.50	8.50	15.00	30.00	60.00	120.00
N	8.50	8.50	15.00	30.00	60.00	120.00

(Continued on page 158)

In 1952 — KMED's 30th ANNIVERSARY YEAR --

we pledge advertisers our continued fullest efforts in their behalf.

KMED is proud to have—during the past year—originated for NBC the "Shakespearean Festival," a special "Silver Jubilee," and participated in the "National Farm & Home Hour" and the "Standard Symphony Hour."



KMED

For the "KMED Story" ask Your nearest Robert Meeker man or write KMED – MEDFORD, OREGON

OREGON

SPOT RATE FINDER

(Continued from page 157)

PRINEVILLE, 3,233 pop.; Crook Co.
KRCO, 1kw-D, 690kc, Grant, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	5.00	10.00	20.00	30.00	50.00

REDMOND, 2,956 pop.; Deschutes Co.

REDMOND-BEND

KSGA, 250w, 1240kc, Forjoe

D	6.00	8.25	17.50	35.00	60.00
N	6.00	8.25	17.50	35.00	60.00

ROSEBURG, 8,390 pop.; Douglas Co.; TV alloc.: Chan. 28.

KRNR, 250w, 1490kc, MBS, Keating, Grant

D	3.90	5.75	10.50	15.00	21.50	28.50
N	5.00	6.90	12.50	17.50	26.50	38.50

KRXL, 250w, 1240kc

D	6.00	8.00	12.00	17.50	27.50
N	8.25	12.00	16.50	25.00	37.50

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

SALEM, 43,140 pop.; 13,429 homes; 98.1% radio; 13,169 radio homes; Marion, Polk Cos.; TV alloc.: Chans. 3, *18, 24.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	9.13	16.75	29.50	50.00
N	6.00	6.00	10.13	18.75	32.50	55.00

KGAE, 1kw, 1430kc, Forjoe

D	6.00	8.25	17.50	35.00	60.00
N	6.00	8.25	17.50	35.00	60.00

KOCO, 250w, 1490kc, Rambeau

D	5.00	5.00	10.00	16.00	24.00	40.00
N	6.00	6.00	12.00	20.00	30.00	50.00

KSLM, 1kw, 1390kc, MBS, Everett-McKinney, Keating

D	5.00	6.00	10.00	18.00	30.00	50.00
N	7.50	9.00	15.00	24.00	36.00	60.00

SPRINGFIELD, 10,807 pop.; 3,277 homes; 97.6% radio; 3,198 radio homes; Lane Co.; TV alloc.: Chan. 37.

TILLAMOOK, 3,685 pop.; Tillamook Co.
KTIL, 250w, 1590kc, Continental, Keating

D	5.35	7.60	13.20	19.80	33.00
N	5.35	7.60	13.20	19.80	33.00

* * *

MARKET INDICATORS FOR OREGON

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,521,341	'50	1,089,684	'40
Urban Population	819,318	'50	(1) 531,675	'40
Rural Population	702,023	'50	(1) 558,009	'40
Total Homes	479,265	'50	337,492	'40
Percentage Radio	97.4%	'50	88.7%	'40
Radio Homes	475,872	'50	290,641	'40
Retail Sales	$1,857,510,000	'51	$1,590,621,000	'48
Automobiles	691,397	'51	689,447	'50
Telephones	465,900	'52	258,100	'45
New Construction	$ 350,100,000	'51	$ 96,200,000	'40
Median Family Income	$ 2,933	'49		
Farm Income	$ 298,079,076	'49	$ 239,350,398	'44
Employed	576,510	'50	388,798	'40
Internal Revenue Collections	$ 360,559,819	'51	$ 262,968,480	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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OREGON MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Baker	16,175	18,297	—11.6	9,471	6,704	5,198	5,006	96.3	4,413	19,367	$ 7,856,116	6,794	$2,808	6,385
Benton	31,570	18,629	69.5	16,207	15,363	8,904	8,708	97.8	4,828	28,898	4,945,710	10,860	3,205	11,127
Clackamas	86,716	57,130	51.8	37,999	48,717	27,156	26,667	98.2	15,303	59,299	16,496,481	31,220	3,165	32,246
Clatsop	30,776	24,697	24.6	16,217	14,559	10,064	9,802	97.4	6,572	43,078	2,148,748	11,083	3,443	11,808
Columbia	22,967	20,971	9.5	4,711	18,256	7,232	7,080	97.9	5,278	19,437	4,537,581	8,875	3,164	8,595
Coos	42,265	32,466	30.2	15,845	26,420	13,412	13,010	97.0	8,364	53,626	4,252,835	19,213	3,585	16,661
Crook	8,991	5,533	62.5	3,233	5,758	2,557	2,493	97.5	1,273	7,665	5,046,737	4,144	3,802	3,339
Curry	6,048	4,301	40.6		6,048	2,071	1,994	96.3	986	5,519	1,867,640	3,422	2,692	2,563
Deschutes	21,812	18,631	17.1	14,365	7,447	6,813	6,609	97.0	4,570	36,210	3,837,880	9,069	3,463	9,017
Douglas	54,549	25,728	112.0	8,390	46,159	16,342	15,852	97.0	6,289	54,340	5,933,312	25,025	3,236	8,597
Gilliam	2,817	2,844	—0.9		2,817	874	851	97.4	661	4,210	5,669,888	1,590	3,417	19,839
Grant	8,329	6,380	30.5		8,329	2,512	2,454	97.7	1,583	8,069	3,866,570	3,941	3,622	1,239
Harney	6,113	5,374	13.8	3,093	3,020	1,855	1,777	95.8	1,285	8,517	4,654,728	2,840	3,617	3,259
Hood River	12,740	11,580	10.0	3,701	9,039	3,942	3,859	97.9	2,942	14,504	5,825,703	5,538	3,086	2,443
Jackson	58,510	36,213	61.6	25,044	33,466	18,702	18,178	97.2	9,641	72,116	10,618,339	26,982	3,210	4,511
Jefferson	5,536	2,042	171.1		5,536	1,564	1,514	96.8	468	4,565	4,564,505	2,571	3,133	20,145
Josephine	26,542	16,301	62.8	8,116	18,426	8,563	8,186	95.6	4,005	32,492	4,166,525	12,461	2,710	2,128
Klamath	42,150	40,497	4.1	25,294	16,856	13,142	12,827	97.6	10,151	65,290	14,608,478	18,556	3,493	9,381
Lake	6,649	6,293	5.7	2,831	3,818	2,030	1,949	96.0	1,492	10,003	5,620,024	3,210	3,780	2,833
Lane	125,776	69,096	82.0	50,222	75,554	38,183	37,267	97.6	17,816	142,452	13,204,475	53,386	3,494	45,256
Lincoln	21,308	14,549	46.5	3,241	18,067	7,057	6,845	97.0	3,418	21,936	1,527,566	8,663	2,692	8,109
Linn	54,317	30,485	78.2	19,591	34,726	16,326	15,700	96.7	7,260	59,162	15,071,790	22,696	3,245	18,870
Malheur	23,233	19,767	17.5	6,900	16,233	6,435	6,184	96.1	4,013	27,848	21,429,811	9,256	2,752	8,574
Marion	101,401	75,246	34.8	45,930	55,471	29,540	28,920	97.9	18,499	111,592	24,892,007	39,588	3,147	36,262
Morrow	4,783	4,337	10.3		4,783	1,464	1,438	98.2	1,008	5,326	7,453,062	2,600	3,488	1,997
Multnomah	471,537	355,099	32.8	425,968	45,569	156,834	152,599	97.3	106,855	715,008	9,285,319	175,018	3,651	189,961
Polk	26,317	19,989	31.7	7,846	18,471	7,953	7,762	97.6	4,819	17,420	8,599,079	9,583	3,096	9,555
Sherman	2,271	2,312	—2.2		2,271	727	719	98.9	618	2,482	5,963,360	1,397	3,727	883
Tillamook	18,606	12,263	51.7	3,685	14,921	5,829	5,677	97.4	3,059	19,866	5,491,039	8,493	3,315	7,117
Umatilla	41,703	26,030	60.2	15,578	26,125	12,677	12,309	97.1	6,140	47,554	22,162,330	19,869	3,356	15,607
Union	17,962	17,399	3.2	8,635	9,327	5,736	5,575	97.2	4,508	21,363	5,234,860	7,586	3,088	6,598
Wallowa	7,264	7,623	—4.7		7,264	2,291	2,241	97.8	1,781	7,612	5,300,992	3,367	2,882	2,945
Wasco	15,552	13,069	19.0	7,676	7,876	4,966	4,812	96.9	3,320	24,912	6,455,796	6,992	3,269	6,311
Washington	61,269	39,194	56.3	18,858	42,411	19,074	18,673	97.9	10,025	47,296	15,151,535	23,981	3,276	22,186
Wheeler	3,313	2,974	11.4		3,313	978	939	96.0	656	1,964	1,703,858	1,421	3,158	1,228
Yamhill	33,484	26,336	27.1	10,581	22,903	10,262	10,036	97.8	6,742	35,521	12,679,457	14,612	2,876	12,001

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

XUM

COVERAGE and PENETRATION *WHERE IT COUNTS MOST*

OTUS BALES, St. Johns (1)
Says: "Our best sellers are always KGW-advertised national brands." As one of the largest independent grocers in his district, Bales gives KGW the nod every time.

JIM WIZER, Oswego (10)
"The grocers' top salesman is the voice of KGW. We know that national brands advertised on KGW show tremendous sales increases fast."

GLENN SILVERTHORNE, Parkrose (5)
"KGW has the confidence of all Portland. The listener-loyalty of this great station brings us results in increased sales on all KGW-advertised products."

OMER FERGUSON, Foster (7)
Manager of Portland's largest Safeway store, Ferguson says of KGW: "It has the people's 'pulse' and sells the products better than any other station in our city."

H. C. HAMNETT, Killingsworth (3)
Another large independent grocer who says: "KGW has the pioneer prestige that cannot be duplicated by any other station in our area. It's THE radio station here."

DON RIFE, Sellwood-Moreland (8)
Grocer Rife states, "Anyone here will name KGW first as the radio favorite. It has certainly proved its worth as a selling medium."

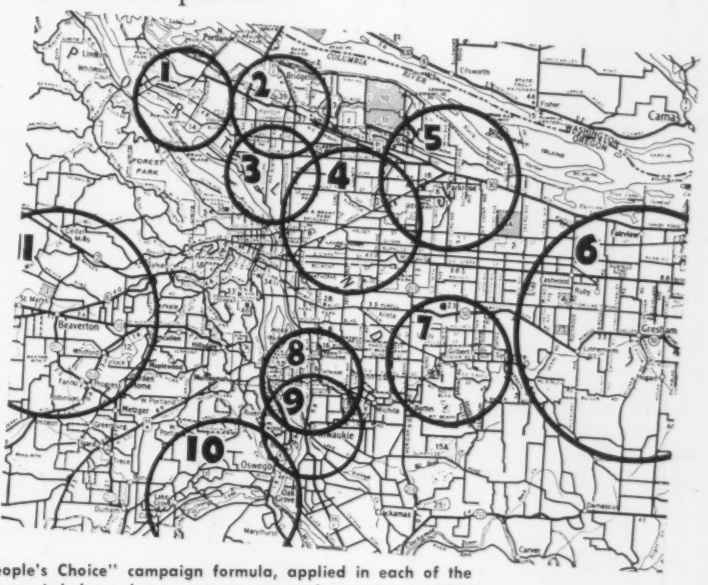
CARL ZIMMERMAN, Gresham (6)
"Sales increases of more than thirty per cent on products advertised on KGW tell us that KGW has the listeners grocers want to reach!"

H. C. MILLER, Beaverton (11)
Independent grocer Miller, says: "KGW's power to produce food sales has been proven in my own store. Results count with me . . . and KGW certainly delivers results!"

The "PEOPLE'S CHOICE" in PORTLAND, OREGON!

Here's Portland's greatest radio voice, with a "back-yard" promotion formula that is moving merchandise as never before! And it's all done by LOCAL merchants, cooperating with KGW and with their own community leaders.

KGW's community promotion campaign is making Portland merchants, housewives and community leaders even more KGW-conscious. In addition to stepped-up listener response, KGW's "roadshow" played to 5,500 housewife-consumers, in six of the areas shown on the accompanying map. Community leaders, entertained on the air in KGW studios, spoke highly of this personalized approach to radio station promotion. Local merchants in every area contacted have been making the most of this opportunity to attract customers into their stores during each two-week salute period.



"People's Choice" campaign formula, applied in each of the areas circled on above map, concentrated attention on KGW throughout a two-week period. All are communities of huge shopping centers, above-average incomes...typical of many more in KGW's listening area.

KGW
NBC AFFILIATE
620 KC PORTLAND, OREGON • REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

PENNSYLVANIA

SPOT RATE FINDER

ALLENTOWN, 106,756 pop.; 30,482 homes; 97.6% radio; 29,750 radio homes; Lehigh Co.; TV alloc.: Chans. 39, 45.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.73	11.50	17.25	36.33	55.70	92.84
N	13.75	17.17	28.50	58.00	87.67	145.00

WAEB, 500w-D, 1kw-N, 790kc, ABC, Hollingbery

D	10.00	10.00	40.00	60.00	100.00
N	15.00	15.00	60.00	90.00	150.00

WFMZ (FM), Chan. 264, 100.7mc, 20kw
WQXR (Network)

D	2.50	3.50	7.00	9.00	15.00	27.50
N	3.00	4.50	10.00	15.00	25.00	40.00

WHOL, 250w, 1230kc, CBS, Meeker

D	7.70	9.35	16.50	33.00	56.10	93.50
N	12.50	12.50	25.00	50.00	75.00	125.00

WKAP, 1kw, 1320kc, Weed

D		10.00	18.00	36.00	54.00	90.00
N		12.00	30.00	50.00	80.00	130.00

WSAN, 5kw, 1470kc, NBC, Headley-Reed

D	15.00	18.00	36.00	54.00	90.00
N	24.00	32.00	64.00	96.00	160.00

WSAN-FM, Chan. 260, 99.9mc, 8kw (FM rates 20% of AM rates)

ALTOONA, 77,177 pop.; 22,772 homes; 96.1% radio; 21,884 radio homes; Blair Co.; TV alloc.: Chans. 10, 19, 25.

3 AM affiliates, average 1-time rates

D	6.97	6.97	19.08	31.42	47.30	78.50
N	10.44	10.44	25.92	44.67	68.67	111.67

WFBG, 250w, 1340kc, NBC, H-R Reps.

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WERC SELLS ERIE

PENNSYLVANIA'S 3RD CITY

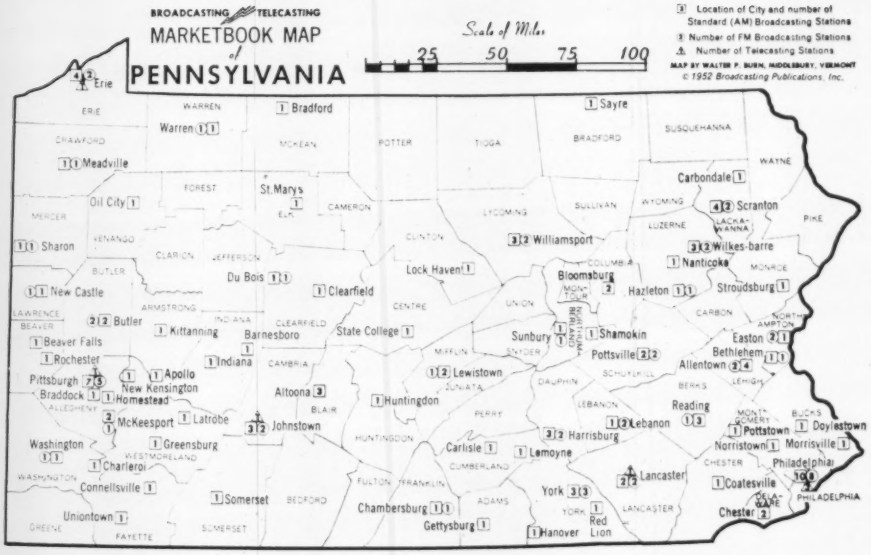
and ADJACENT AREAS

0.5 MV/M 1890 Sq. Mi. 259,874 Pop.
0.1 MV/M 6365 Sq. Mi. 576,164 Pop.

Write for latest brochure and coverage maps.

WERC 5000 WATTS DAY *and* NIGHT NBC

National Representative
Avery-Knodel, Inc.
New York . . Atlanta . . Chicago
San Francisco . . Los Angeles



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WRTA, 250w, 1240kc, ABC, MBS, Meeker

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WVAM, 1kw, 1430kc, CBS, Weed

D	6.90	6.90	21.25	32.20	48.90	80.50
N	10.35	10.35	28.75	46.00	69.00	115.00

APOLLO, 3,015 pop.; Armstrong Co.
WAVL, 1kw-D, 910kc

D	6.00	10.00	20.00	34.00	56.00

BARNESBORO, 3,442 pop.; Cambria Co.
WNCC, 500w-D, 950kc

D	5.00	5.00	15.00	20.00	35.00	50.00

BEAVER FALLS, 17,375 pop.; 5,084 homes; 96.8% radio; 4,921 radio homes; Beaver Co.

WBVP, 250w, 1230kc

D	5.25	5.25	12.00	25.00	40.00	60.00
N	8.00	8.00	15.00	30.00	50.00	90.00

BETHLEHEM, 66,340 pop.; 18,003 homes; 97.7% radio; 17,589 radio homes; Lehigh, Northampton Cos.; TV alloc.: Chan. 51.
WGPA, 250w-D, 1100kc

D	5.75	8.75	17.50	28.00	42.00	70.00

WGPA-FM, Chan. 236, 95.1mc, 10kw

N	2.00	2.50	5.00	10.00	15.00	25.00

BLOOMSBURG, 10,633 pop.; 3,358 homes; 95.5% radio; 3,207 radio homes; Columbia Co.
WCNR, 1kw-D, 930kc

D	4.75	6.50	12.00	15.50	27.00	48.00

WHLM, 1kw-D, 690kc

D	5.00	6.75	12.50	24.50	38.00	55.00

BRADDOCK, 16,488 pop.; 4,343 homes; 94.5% radio; 4,104 radio homes; Allegheny Co.
WLOA, 1kw-D, 1550kc

D	6.00	9.00	20.00	40.00	60.00	100.00

(Includes WLFM (FM) Pittsburgh)

BRADFORD, 17,354 pop.; 5,397 homes; 96.1% radio; 5,187 radio homes; McKean Co.; TV alloc.: Chan. 48.
WESB, 250w, 1490kc, MBS, Burn-Smith, Crossley

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	7.00	14.00	28.00	42.00	70.00

BUTLER, 23,482 pop.; 7,097 homes; 95.8% radio; 6,799 radio homes; Butler Co.; TV alloc.: Chan. 43.

2 AM affiliates, average 1-time rates

D	2.50	7.00	17.25	21.00	42.50	72.50

WBUT, 500w-D, 1580kc

D	2.50	4.00	12.00	17.00	35.00	60.00

WBUT-FM, Chan. 280, 103.9mc, 0.72kw, Bonus days only

N	.83	1.33	4.00	5.67	11.67	20.00

WISR, 250w-D, 680kc, Hooper, BMB

D		10.00	22.50	25.00	50.00	85.00

WISR-FM, Chan. 249, 97.7mc, 0.56kw (50% of AM rates)

CARBONDALE, 16,296 pop.; 4,516 homes; 94.6% radio; 4,272 radio homes; Lackawanna Co.
WCDL, 250w, 1230kc, Cooke

D	5.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

* * *

CARLISLE, 16,812 pop.; 4,862 homes; 94.5% radio; 4,595 radio homes; Cumberland Co.
WLXW, 1kw-D, 1380kc

	SB	1M	5M	15M	30M	1 Hr
D	6.40	8.00	14.40	28.80	43.20	72.00

CHAMBERSBURG, 17,212 pop.; 5,216 homes; 95.2% radio; 4,966 radio homes; Franklin Co.; TV alloc.: Chan. 46.
WCHA, 1kw-D, 800kc, Forjoe

D	7.50	7.50	14.40	28.80	43.20	72.00

WCHA-FM, Chan. 249, 95.9mc, 0.82kw, Forjoe, Bonus—Day only.

N	(⅓ of AM rates)

CHARLEROI, 9,872 pop.; Washington Co.
WESA, 250w-D, 940kc, KBS

D	4.25	8.50	16.50	25.00	40.00

CHESTER, 66,039 pop.; 17,803 homes; 95.3% radio; 16,966 radio homes; Delaware Co.

2 AM affiliates, average 1-time rates

D	7.50	10.00	19.00	38.00	57.00	95.00

WPWA, 1kw, 1590kc, Conlan

D	7.50	10.00	18.00	36.00	54.00	90.00
N	7.50	10.00	18.00	36.00	54.00	90.00

WVCH, 250w-D, 740kc

D		10.00	20.00	40.00	60.00	100.00

CLEARFIELD, 9,357 pop.; Clearfield Co.
WCPA, 1kw-D, 900kc

D	6.00	6.00	15.00	25.00	40.00	60.00

COATESVILLE, 13,826 pop.; 3,825 homes; 94.4% radio; 3,611 radio homes; Chester Co.
WCOJ, 1kw-D, 1420kc

D	7.00	8.00	16.00	32.00	48.00	80.00

CONNELLSVILLE, 13,293 pop.; 3,920 homes; 95.4% radio; 3,740 radio homes; Fayette Co.
WCVI, 250w, 1340kc

D		5.00	10.00	20.00	30.00	50.00
N		7.00	16.00	32.00	48.00	80.00

DOYLESTOWN, 5,262 pop.; Bucks Co.
WBUX, 250w-D, 1570kc

D	4.50	6.00	12.00	16.00	24.00	40.00

DuBOIS, 11,497 pop.; 3,454 homes; 95.4% radio; 3,297 radio homes; Clearfield Co.; TV alloc.: Chan. 31.
WCED, 250w, 1230kc, CBS, McGillvra

D	5.00	6.25	12.90	22.40	36.40	56.00
N	5.00	6.25	12.90	22.40	36.40	56.00

WCED-FM, Chan. 271, 102.1mc, 9.5kw, McGillvra, Bonus

EASTON, 35,632 pop.; 10,024 homes; 96.8% radio; 9,703 radio homes; Northampton Co.; TV alloc.: Chan. 57.
WEEX (FM), Chan. 252, 98.3mc, 1kw

D	3.50	3.50	6.00	10.00	15.00	25.00
N	4.50	4.50	7.00	16.00	25.00	45.00

WEST, 250w, 1400kc, MBS, NBC, Meeker, Conlan

D	5.00	6.50	12.25	27.50	40.00	60.00
N	9.00	9.00	18.00	35.00	55.00	90.00

WEST-FM, Chan. 300, 107.9mc, 16kw, Meeker, Bonus

* * *

ERIE, 130,803 pop.; 37,258 homes; 96.8% radio; 36,065 radio homes; Erie Co.; TV alloc.: Chans. 12 (WICU(TV)), 35, *41, 66.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	17.00	31.33	49.33	83.33
N	15.00	15.00	26.00	53.00	80.67	135.00

WERC, 5kw, 1260kc, NBC, Avery-Knodel, Pulse

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WERC-FM, Chan. 260, 99.9mc, 9.7kw, Bonus

WICU (TV), Chan. 12, 15kw-aur.; 30 kw-vis.; Headley-Reed

D	55.00	75.00	112.00	150.00	225.00	375.00
N	60.00	90.00	150.00	200.00	300.00	500.00

WIKK, 5kw, 1330kc, ABC, H-R Reps., Hooper

D	8.00	8.00	16.00	32.00	48.00	80.00
N	14.00	14.00	28.00	56.00	84.00	140.00

WJET, 250w-D, 1570kc, National Time Sales

D	6.75	6.75	12.00	24.00	36.00	60.00

WLEU, 250w, 1450kc, MBS

D	7.00	7.00	13.00	22.00	40.00	70.00
N	13.00	13.00	20.00	43.00	68.00	115.00

WLEU-FM, Chan. 250, 97.9mc, 9kw

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	20.00	30.00	40.00	60.00

Waynesboro, Pa.
Hark TO WARK
CBS IN
WAYNESBORO
(3,270 Radio Families)
AND
FRANKLIN COUNTY
(20,490 Radio Families)
EVERYONE LISTENS TO
WARK
HAGERSTOWN, MD.
With Studios in
THE ANTHONY WAYNE HOTEL
Waynesboro, Pa.
Ask Radio Representatives

GETTYSBURG, 7,046 pop.; Adams Co.
WGET, 250w, 1450kc, KBS

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	20.00	30.00	50.00
N		5.00	10.00	20.00	30.00	50.00

GREENSBURG, 16,923 pop.; 5,023 homes; 96.8% radio; 4,862 radio homes; Westmoreland Co.
WHJB, 1kw-D, 500w-N, 620kc

D	5.60	7.00	17.00	34.00	51.00	85.00
N	8.00	10.00	25.00	50.00	75.00	125.00

HANOVER, 14,048 pop.; 4,355 homes; 95.3% radio; 4,150 radio homes; York Co.
WHVR, 1kw-D, 500w-N, 1280kc, MBS

D	5.60	7.00	14.00	28.00	42.00	70.00
N	8.00	10.00	20.00	40.00	60.00	100.00

HARRISBURG, 89,544 pop.; 27,483 homes; 97.6% radio; 26,823 radio homes; Dauphin Co.; TV alloc.: Chans. 27, 33, 71.

3 AM affiliates, average 1-time rates

D	8.67	8.67	18.17	36.33	55.33	90.00
N	13.17	13.17	27.50	52.50	80.00	133.33

WHGB, 250w, 1400kc, ABC, Weed, Conlan

D	7.50	7.50	17.00	34.00	51.00	85.00
N	9.50	9.50	25.00	50.00	75.00	125.00

WHP, 5kw, 580kc, CBS, Bolling

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WHP-FM, Chan. 247, 97.3mc, 4kw (duplication of AM, balance sold independently)
WKBO, 250w, 1230kc, NBC, Meeker, Conlan

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

HAZELTON, 35,491 pop.; 9,769 homes; 96.8% radio; 9,456 radio homes; Luzerne Co., TV alloc.: Chan. 63.
WAZL, 250w, 1490kc, NBC, MBS, Meeker

D	5.00	6.25	13.25	30.50	43.00	64.00
N	8.00	8.00	19.50	37.00	58.00	95.00

WAZL-FM, Chan. 250, 97.9mc, 7.8kw, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

HOMESTEAD, 10,046 pop.; 2,777 homes; 94.5% radio; 2,624 radio homes; Allegheny Co.
WHOD, 250w-D, 860kc, Interstate United Newspapers

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	17.00	34.00	51.00	85.00

HUNTINGDON, 7,330 pop.; Huntingdon Co.
WHUN, 250w, 1400kc, MBS

D	3.00	4.50	13.00	16.90	29.25	52.00
N	5.00	6.00	15.60	26.00	45.50	78.00

INDIANA, 11,743 pop.; 3,456 homes; 97.7% radio; 3,377 radio homes; Indiana Co.
WDAD, 250w, 1450kc, CBS, McGillvra, Conlan

D	5.00	6.00	12.90	22.40	36.40	56.00
N	5.00	6.00	12.90	22.40	36.40	56.00

JOHNSTOWN, 63,232 pop.; 17,360 homes; 94.5% radio; 16,405 radio homes; Cambria Co.; TV alloc.: Chans. 6 (WJAC-TV, now Chan. 13), 56.

3 AM affiliates, average 1-time rates

D	6.83	7.17	15.67	30.67	46.17	86.67
N	8.75	9.67	24.67	44.33	67.33	110.00

WARD, 250w, 1490kc, CBS, Weed

D	8.00	8.00	16.00	32.00	48.00	80.00
N	9.00	9.00	25.00	45.00	70.00	110.00

WARD-FM, Chan. 221, 92.1mc, 0.25kw, Bonus
WCRO, 250w, 1230kc, ABC, MBS, Radio Reps.

D	4.50	5.50	15.00	28.00	42.50	70.00
N	5.25	8.00	25.00	40.00	60.00	100.00

WJAC, 250w, 1400kc, NBC, Young, Hooper

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WJAC-FM, Chan. 238, 95.5mc, 8.3kw, Young, Bonus
WJAC-TV, Chan. 13, 4.6kw-aur.; 9.3kw-vis., ABC, CBS, NBC, DuMont, Katz

D	54.00	54.00	85.00	130.00	200.00	330.00
N	90.00	90.00	140.00	220.00	330.00	550.00

KITTANNING, 7,731 pop.; Armstrong Co.
WACB, 500w-D, 1380kc

D	6.00	6.00	12.00	30.00	40.00	70.00

LANCASTER, 63,774 pop.; 18,884 homes; 95.3% radio; 17,996 radio homes; Lancaster Co.; TV alloc.: Chans. 8 (WGAL-TV, now Chan. 4), 21.

2 AM affiliates, average 1-time rates

D	6.75	7.80	18.75	37.50	57.50	87.50
N	12.00	12.00	28.75	48.75	77.50	127.50

MARKET INDICATORS FOR PENNSYLVANIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	10,498,012	'50	9,900,180	'40
Urban Population	7,403,036	'50	(1) 6,586,877	'40
Rural Population	3,094,976	'50	(1) 3,313,303	'40
Total Homes	2,918,672	'50	2,515,524	'40
Percentage Radio	95.5%	'50	92.4%	'40
Radio Homes	2,771,104	'50	2,265,921	'40
Retail Sales	$10,563,141,000	'51	$9,030,166,000	'48
Automobiles	3,189,198	'51	3,009,820	'50
Telephones	3,323,600	'52	1,961,600	'45
New Construction	$1,704,400,000	'51	$ 504,300,000	'40
Farm Income	$ 545,996,998	'49	$ 395,629,689	'44
Internal Revenue Collections	$3,880,132,291	'51	$2,964,381,617	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

WGAL, 250w, 1490kc, MBS, NBC, Meeker, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.50	7.60	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WGAL-FM, Chan. 257, 101.3mc, 16kw, Meeker, Bonus
WGAL-TV, Chan. 4, 0.88kw-aur.; 1kw-vis.; ABC, CBS, NBC, DuMont, Meeker

D	60.00	87.50	130.00	195.00	325.00
N	125.00	175.00	260.00	390.00	650.00

WLAN, 1kw, 1390kc, ABC, Headley-Reed

D	7.00	8.00	20.00	40.00	60.00	90.00
N	12.00	12.00	30.00	50.00	80.00	130.00

WLAN-FM, Chan. 245, 96.9mc, 20kw, Headley-Reed, Bonus

LATROBE, 11,811 pop.; 3,296 homes; 95.3% radio; 3,141 radio homes; Westmoreland Co.
WAKU, 250w-D, 1570kc

D	6.00	15.00	25.00	40.00	60.00

LEBANON, 28,156 pop.; 8,346 homes; 96.2% radio; 8,029 radio homes; Lebanon Co.; TV alloc.: Chan. 15.
WLAB (FM), Chan. 281, 104.1mc, 4.4kw

D	4.00	8.00	12.00	18.00	30.00
N	6.00	12.00	18.00	24.00	40.00

WLBR, 1kw, 1270kc, Burn-Smith, Conlan

	SB	1M	5M	15M	30M	1 Hr
D		7.50	18.00	32.00	50.00	75.00
N		7.50	18.00	32.00	50.00	75.00

WLBR-FM, Chan. 261, 100.1mc, 0.64kw, Rambeau, Bonus

LEMOYNE, 4,605 pop.; Cumberland Co.
WCMB, 5kw, 1460kc, MBS, Cooke

D	7.00	7.00	22.50	45.00	65.00	100.00
N	9.50	9.50	25.00	50.00	75.00	120.00

LEWISTOWN, 13,894 pop.; 4,440 homes; 95.3% radio; 4,231 radio homes; Mifflin Co.; TV alloc.: Chan. 38.
WKVA, 1kw-D, 920kc

D	7.00	7.00	10.00	20.00	60.00

WMRF, 250w, 1490kc, NBC, Burn-Smith

D	4.50	10.00	13.00	22.00	40.00	
N	6.00	12.00	20.00	35.00	60.00	

WLTN (FM), Chan. 250, 97.9mc, 2.25kw (Rates on request)

LOCK HAVEN, 11,381 pop.; 3,316 homes; 94.6% radio; 3,137 radio homes; Clinton Co.; TV alloc.: Chan. 32.
WBPZ, 250w, 1230kc, MBS, McGillvra

D	4.50	10.00	13.00	22.50	40.00	
N	6.00	12.00	20.00	35.00	60.00	

(Continued on page 162)

HARRISBURG

Top Quality Market in the State
Highest Per Capita Income . . . Highest Quality of Market . . . Among State's Major Markets

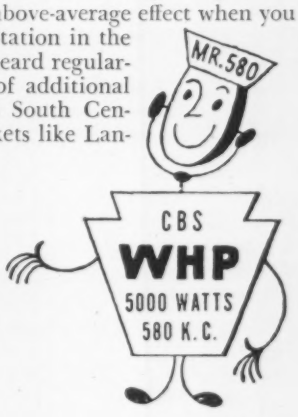
Retail Sales 192% of Average

Harrisburg is far ahead of every major market in Pennsylvania in retail sales activity . . . 92% above the national average.

Food sales show a margin of 42%! General merchandise 159%! Furniture-household-radio sales 163%! Automotive 91%! Drug products 141%! With retail sales and income so far above average, no wonder Harrisburg's Quality of Market score is 148!

These big sales peaks result partly from Harrisburg's per capita buying power . . . $2,007, and partly from the fact that the city is the shopping center of rich Dauphin County whose county-wide income average is $353 above the U. S. per capita.

Your selling, too, has an above-average effect when you use WHP . . . The Key Station in the Keystone State . . . now heard regularly in tens of thousands of additional homes in Pennsylvania's South Central area—including markets like Lancaster, York, Lebanon.



WHP
HARRISBURG, PA.
CBS RADIO NETWORK
5000 WATTS • 580 KC

THE KEYSTONE STATION IN THE KEYSTONE STATE • Represented by THE BOLLING CO.

PENNSYLVANIA

SPOT RATE FINDER

(Continued from page 161)

McKEESPORT, 51,502 pop.; 14,879 homes; 96.1% radio; 14,298 radio homes; Allegheny Co.

2 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.50	16.00	40.00	60.00	90.00

WEDO, 1kw-D, 810kc

D	6.00	9.00	16.00	40.00	60.00	90.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WMCK, 1kw, 1360kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	16.00	40.00	60.00	90.00
N	6.00	8.00	16.00	40.00	60.00	90.00

WMCK-FM, Chan. 285, 104.9mc, 0.5kw, Bonus

MEADVILLE, 18,972 pop.; 5,987 homes; 96.2% radio; 5,759 radio homes; Crawford Co.; TV alloc.: Chan. 37.

WMGW, 250w, 1490kc, ABC

D	4.15	5.00	12.25	27.50	40.00	60.00
N		6.75	18.00	35.00	55.00	90.00

WMGW-FM, Chan. 262, 100.3mc, 10kw, Bonus

MORRISVILLE, 6,787 pop.; Bucks Co.

WBUD, 250w, 1490kc
(CP to move to Trenton, N. J.)

D	8.00	18.00	30.00	48.00	80.00
N	8.00	18.00	30.00	48.00	80.00

NANTICOKE, 20,160 pop.; 5,919 homes; 95.3% radio; 5,641 radio homes; Luzerne Co.

WHWL, 1kw-D, 730kc, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D		6.50	8.21	22.78	37.80	65.00
N		10.00	14.00	36.00	60.00	96.00

NEW CASTLE, 48,834 pop.; 14,141 homes; 93.8% radio; 13,264 radio homes; Lawrence Co.; TV alloc.: Chan. 45.

WKST, 1kw, 1280kc, MBS, Meeker, Conlan

D	6.50	8.00	14.00	28.00	42.00	70.00
N	10.00	12.00	16.00	32.00	48.00	80.00

NEW KENSINGTON, 25,146 pop.; 7,277 homes; 96.1% radio; 6,993 radio homes; Westmoreland Co.

WKPA, 250w-D, 1150kc, Continental

D	5.00	6.00	12.00	25.00	38.00	68.00

NORRISTOWN, 38,126 pop.; 9,033 homes; 97.6% radio; 8,816 radio homes; Montgomery Co.

WNAR, 500w-D, 1110kc, Grant

D	8.00	10.00	21.00	42.00	63.00	105.00

OIL CITY, 19,581 pop.; 5,855 homes; 95.3% radio; 5,580 radio homes; Venango Co.; TV alloc.: Chan. 64.

WKRZ, 250w, 1340kc

D		10.80	20.00	35.00	55.00
N		13.80	24.00	39.00	65.00

PHILADELPHIA, 2,071,605 pop.; 585,802 homes; 96.1% radio; 562,955 radio homes; Philadelphia Co.; TV alloc.: Chans. 3 (WPTZ(TV)), 6 (WFIL-TV), 10 (WCAU-TV), 17, 23, 29, *35.

4 AM affiliates, average 1-time rates

D	34.75	37.50	51.75	103.50	157.75	265.25
N	56.25	60.00	87.50	167.50	253.75	428.75

6 AM non-affiliates, average 1-time rates

D	14.17	13.33	23.33	44.50	67.67	111.67
N	21.25	20.25	34.25	64.75	102.75	161.25

KYW, 50kw, 1060kc, NBC, Free & Peters, BMB, Pulse

D	35.00	35.00	50.00	100.00	150.00	250.00
N	60.00	60.00	100.00	200.00	300.00	500.00

KYW-FM, Chan. 223, 92.5mc, 20kw, Free & Peters, Bonus

WCAU, 50kw, 1210kc, CBS, CBS Radio Spot Sales

	SB	1M	5M	15M	30M	1 Hr
D	45.00	45.00	60.00	120.00	180.00	300.00
N	90.00	90.00	120.00	240.00	360.00	600.00

WCAU-FM, Chan. 251, 98.1mc, 11kw, Bonus

WCAU-TV, Chan. 10, 14kw-aur.; 25kw-vis.; CBS, CBS Radio Spot Sales

D	100.00	100.00	150.00	240.00	360.00	600.00
N	220.00	220.00	300.00	480.00	720.00	1,200.00

WDAS, 250w, 1400kc, Forjoe

D	7.50	9.00	18.00	36.00	54.00	90.00
N	7.50	9.00	18.00	36.00	54.00	90.00

WFIL, 5kw, 560kc, ABC, Katz, Pulse

D	35.00	40.00	55.00	110.00	175.00	315.00
N	35.00	40.00	55.00	110.00	175.00	315.00

WFIL-FM, Chan. 271, 102.1mc, 10kw, Katz, Bonus

WFIL-TV, Chan. 6, 13.5kw-aur.; 27kw-vis.; ABC, Katz

D	210.00	210.00	281.25	450.00	675.00	1,125.00
N	300.00	300.00	375.00	600.00	900.00	1,500.00

WFLN (FM), Chan. 239, 95.7mc, 20kw

D	6.00	6.00	12.00	20.00	30.00	45.00
N	10.00	10.00	20.00	37.50	55.00	90.00

WHAT, 250w, 1340kc, Pulse

D	7.00	24.00	48.00	72.00	120.00
N	7.00	24.00	48.00	72.00	120.00

WHAT-FM, Chan. 287, 105.3mc, 20kw, Bonus

WIBG, 10kw, 990kc, Radio Reps.

D	15.00	32.00	68.00	105.00	180.00
N	30.00	50.00	100.00	185.00	285.00

WIBG-FM, Chan. 231, 94.1mc, 20kw

WIP, 5kw, 610kc, MBS, Petry, BMB

D	24.00	30.00	42.00	84.00	126.00	196.00
N	40.00	50.00	75.00	120.00	180.00	300.00

WIP-FM, Chan. 227, 93.3mc, 20kw, Petry, Bonus

WJMJ, 1kw-D, 1540kc, McGillvra

D	10.00	15.00	20.00	40.00	60.00	100.00

WPEN, 5kw, 950kc, Rambeau

D	25.00	25.00	35.00	50.00	75.00	100.00
N	35.00	35.00	45.00	75.00	100.00	150.00

WPEN-FM, Chan. 275, 102.9mc, 20kw, Rambeau
(Rates on request)

WPTZ (TV), Chan. 3, 8.1kw-aur.; 16.2 kw-vis.; NBC, NBC Spot Sales

D	135.00	135.00	187.50	300.00	450.00	750.00
N	300.00	300.00	375.00	600.00	900.00	1,500.00

WTEL, 250w-D, 860kc

D	9.00	11.00	25.00	40.00	80.00

(Continued on page 166)

2nd largest metropolitan market in Western Pennsylvania *—nearly 300,000.*

WARD gets renewals because WARD gets results.

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

Today, 154,000,000 Americans want to know...

What goes on in Washington?

Ziv's new dramatic entertainment brings Washington to your community!

"FREEDOM U.S.A."

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP

THE GREAT NON-PARTISAN RADIO SERIES THAT HELPS YOUR COMMUNITY TO A BETTER UNDERSTANDING OF HOW OUR GOVERNMENT WORKS!

Starring TYRONE POWER as a United States Senator whose faith in America gave America faith in him!

Featuring EDWIN C. HILL taking listeners behind the scenes of the Senate, telling the why and how of government.

An all-star supporting cast.
Superb Music • Brilliant Scripts

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

WHAT'S IN A First NAME

For drug advertisers in America's third market — this first "Jerry" name means a FIRST in merchandising!

For drug products in Philadelphia, this first "Jerry" name means a FIRST in counter position, and "Out-Front" results!

JERRY

is the first name of JERRY GORDON — Drug Merchandise Manager of WPEN, Philadelphia's FIRST station in drug product merchandising and sales results.

JERRY GORDON

For 6 years — he was sales promotion manager of the largest drug chain in the Philadelphia market! He knows just about all the key personnel in the entire drug field . . . most by their first names! He has at his disposal a department with 150 collective years in drug product selling and merchandising! A department which moves 26 million dollars in drug merchandise in America's third market! He knows internal and external promotion . . . distribution . . . buying . . . wholesale and point of sale operation . . . inventory control . . . store bulletins . . . counter and window displays! He works constantly with the largest and smallest drug chains in the Philadelphia market! 150 stores . . . 2 chains . . . 40 owner operated . . . 6 independently owned . . . wholesalers . . . 249 executives!

WPEN

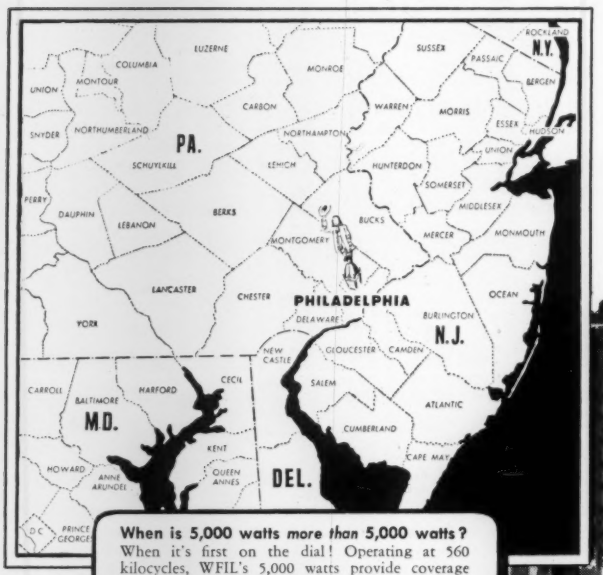
950 ON YOUR DIAL

PHILADELPHIA'S 1ST INDEPENDENT STATION

1ST IN MERCHANDISING

1ST IN POINT OF SALE PROMOTION AND RESULTS

Look twice at WFIL



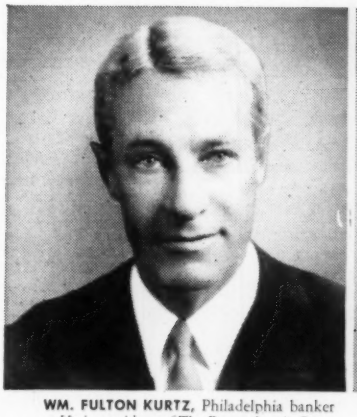
When is 5,000 watts *more than* 5,000 watts? When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency... 100,000 watts at 1120 kilocycles.

First Choice for Philadelphia... the City

If you want to regularly reach 4 out of every 5 Philadelphia radio listeners . . . *if* you want to influence buying patterns for more than 1,800,000 people in the city's radio homes . . . *if* you want saturation coverage where it counts, in the point-of-sale area at the center of America's 3rd Market . . . then your first choice is WFIL, only Philadelphia station with a growing audience . . . day and night!

adelphia

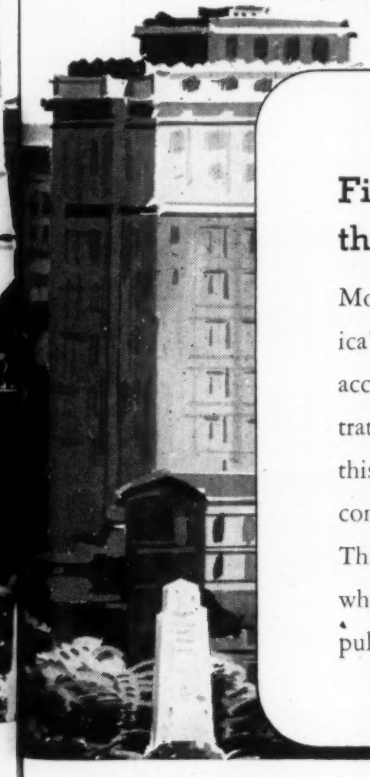
...Hub of America's 3RD Market



WM. FULTON KURTZ, Philadelphia banker—He is president of The Pennsylvania Company for Banking and Trusts, one of 239 banking institutions in WFIL-adelphia with total assets of over 7 billions of dollars.

IMOGENE GLUCK, Wildwood housewife—She and other "chiefs" of the 14-County area's 1,301,233 households supervise buying power that amounts to $5,454 per family per year. She's a "regular," a WFIL fan.

MILTON H. PAGEL, Norristown retailer—Pagel's Men's Store, and 57,000 other retail stores in America's third largest market, account for $1,163,861,000 in retail goods sold . . . much of it advertised on WFIL.



First Choice for the 14-County Market

More than half the 4,400,000 people in America's 3rd Market live outside city limits . . . account for half the sales. And WFIL's penetrating signal extends like a blanket far beyond this 14-County Retail Trading Area whose combined buying power is $6,981,101,000. This is where WFIL's voice is strongest . . . where people spend the most. For consistent pulling power schedule WFIL.

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

The pioneer 24-HOUR TV STATION

WDTV

a great station in a great market . . .

serves more than two million viewers in the Pittsburgh district with the finest in television entertainment.

RESULT?

Advertisers get maximum results for their advertising dollars in the nation's eighth market . . . where almost all the sets are tuned all of the time to WDTV

Round-the-clock *24-Hour TV station*

WDTV

Chamber of Commerce Building

PITTSBURGH 19, PENNSYLVANIA

A

DUMONT

TELEVISION STATION

Harold C. Lund, General Manager

PENNSYLVANIA

SPOT RATE FINDER

(Continued from page 162)

PITTSBURGH, 676,806 pop.; 190,670 homes; 96.1% radio; 183,233 radio homes; Allegheny Co.; TV alloc.: Chans. 2 (WDTV(TV), now Chan. 3), 11, *13, 16, 47, 53.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	24.25	31.12	46.88	90.00	138.75	226.12
N	48.50	61.25	93.75	180.00	277.50	447.25

3 AM non-affiliates, average 1-time rates

D	11.06	15.50	25.00	51.33	77.00	128.33

KDKA, 50kw, 1020kc, NBC, Free & Peters, BMB, Nielsen

D	45.00	50.00	60.00	120.00	180.00	300.00
N	90.00	95.00	120.00	240.00	360.00	600.00

KDKA-FM, Chan. 225, 92.9mc, 9kw, Free & Peters, Bonus

KQV, 5kw, 1410kc, MBS, Weed Hooper

D	14.00	20.00	35.00	70.00	105.00	175.00
N	28.00	40.00	70.00	140.00	210.00	330.00

WCAE, 5kw, 1250kc, ABC, Katz, BMB

D	19.00	27.50	47.50	95.00	150.00	237.50
N	38.00	55.00	95.00	190.00	300.00	475.00

WCAE-FM, Chan. 241, 96.1mc, 12kw, Bonus

WDTV (TV), Chan. 3, 8.3kw-aur.; 16.6 kw-vis.; ABC, CBS, NBC, DuMont

D	75.00	100.00	162.50	260.00	390.00	650.00
N	125.00	150.00	250.00	400.00	600.00	1,000.00

WJAS, 5kw, 1320kc, CBS, Hollingbery, Hooper

D	19.00	27.00	45.00	75.00	120.00	192.00
N	38.00	55.00	90.00	150.00	240.00	384.00

WJAS-FM, Chan. 259, 99.7mc, 24kw, Hollingbery, Bonus

WKJF (FM), Chan. 229, 93.7mc, 20kw

D	5.60	14.00	28.00	42.00	70.00
N	5.60	14.00	28.00	42.00	70.00

WPGH, 1kw-D, 1080kc

D	8.00	12.50	18.00	40.00	60.00	100.00

WPIT, 1kw-D, 730kc, Forjoe

D	11.20	14.00	25.00	50.00	75.00	125.00

WWSW, 5kw, 970kc, Blair, Hooper

D	14.00	20.00	32.00	64.00	96.00	160.00
N	17.50	25.00	40.00	80.00	120.00	200.00

WWSW-FM, Chan. 233, 94.5mc, 8.5kw, Blair, Bonus

POTTSTOWN, 22,589 pop.; 6,629 homes; 96.7% radio; 6,410 radio homes; Montgomery Co.

WPAZ, 1kw-D, 1370kc, Rambeau, Conlan

D	7.50	16.00	17.00	48.00	80.00

POTTSVILLE, 23,640 pop.; 6,692 homes; 96.0% radio; 6,424 radio homes; Schuykill Co.

WPAM, 250w, 1450kc, MBS, McKinney, Conlan, BMB, Crossley

D	4.00	6.00	11.00	18.00	30.00	50.00
N	5.50	7.50	15.00	22.50	45.00	65.00

WPAM-FM, Chan. 238, 95.5mc, 5.1kw, Everett-McKinney, Bonus

WPPA, 1kw-D, 500w-N, 1360kc

D	5.80	16.00	32.00	48.00	80.00
N	7.25	20.00	40.00	60.00	100.00

WPPA-FM, Chan. 270, 101.9mc, 2.8kw

D	2.55	9.60	19.20	38.40
N	3.40	12.00	24.00	48.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

READING, 109,320 pop.; 32,282 homes; 96.8% radio; 31,248 radio homes; Berks Co.; TV alloc.: Chans. 55, 61.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	7.17	8.50	19.17	36.67	56.67	90.00
N	13.00	13.00	27.50	51.88	79.00	131.67

WEEU, 1kw, 850kc, ABC, Headley-Reed

D	7.00	8.00	20.00	40.00	60.00	100.00
N	12.00	12.00	30.00	60.00	90.00	150.00

WEEU-FM, Chan. 225, 92.9mc, 9kw, Bonus

WHUM, 250w, 1240kc, CBS, H-R Reps.

D	8.00	10.00	20.00	35.00	55.00	85.00
N	15.00	15.00	25.00	48.00	72.00	120.00

WRAW, 250w, 1340kc, NBC, Meeker, Conlan

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

RED LION, 5,119 pop.; York Co.

WGCB, 1kw-D, 1440kc, Kennedy

D	7.00	14.00	28.00	42.00	70.00

ROCHESTER, 7,197 pop.; Beaver Co.

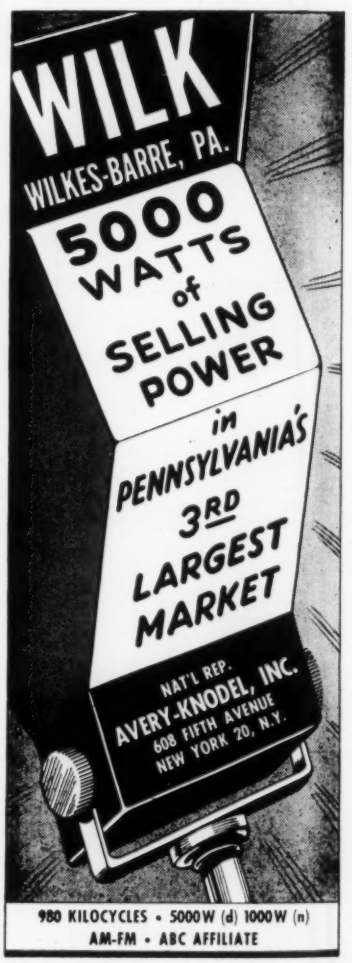
WRYO, 250w-D, 1050kc

D	4.00	11.75	23.50	40.00	70.00

SAYRE, 7,735 pop.; Bradford Co.

WATS, 1kw-D, 1470kc

D	5.00	5.00	9.00	13.00	22.00	36.00
N	5.00	5.00	9.00	13.00	22.00	36.00



SCRANTON, 125,536 pop.; 36,491 homes; 96.1% radio; 35,068 radio homes; Lackawana Co.; TV alloc.: Chans. 16, 22, 73.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	10.10	9.57	16.67	31.00	46.67	77.67
N	16.00	13.33	23.00	43.67	83.00	138.33

WARM, 5kw, 590kc, ABC, Hollingbery

D	7.20	7.20	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WGBI, 1kw-D, 500w-N, 910kc, CBS, Blair, Hooper

D	13.00	13.00	21.00	35.00	53.00	88.00
N	20.00	20.00	42.00	70.00	105.00	175.00

WGBI-FM, Chan. 267, 101.3mc, 1.8kw, Blair, Bonus

WQAN, 500w-D, 630kc, Bolling

D	7.80	7.80	13.00	26.00	39.00	65.00
N	7.80	7.80	13.00	26.00	39.00	65.00

WQAN-FM, Chan. 222, 92.3mc, 18kw, Bonus daytime

(Night rates on request)

WSCR, 1kw-D, 500w-N, 1320kc, NBC

D	8.50	17.00	34.00	51.00	85.00
N	12.00	24.00	48.00	72.00	120.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

PROMOTION . . .

- NEWSPAPER STORIES
- DISPLAY ADS
- PROMOTIONAL SPOTS
- DEALER MAILINGS
- PROGRAM LISTINGS

COVERAGE . . .

- 185,000 Radio Homes
- 38½ mile radius
- Two markets for the cost of one . . . you get Scranton and Wilkes-Barre plus!

PROGRAMMING

The accent is on news . . . *local* news provided by the Scranton Times with seven radio equipped cars. Good music and tops in Sports rounds out the WQAN programming.

Represented by Bolling

AM WQAN FM
The Scranton Times
SCRANTON, PENNA.

SHAMOKIN, 16,879 pop.; 4,995 homes; 96.8% radio; 4,835 radio homes; Northumberland Co.

WISL, 1kw, 1480kc, MBS, Forjoe, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.50	15.00	35.00	50.00	80.00
N	5.00	6.50	20.00	35.00	50.00	80.00

SHARON, 26,454 pop.; 7,603 homes; 97.6% radio; 7,421 radio homes; Mercer Co.; TV alloc.: Chan. 39.

WPIC, 1kw-D, 790kc, Young

D		9.00	12.00	24.00	36.00	60.00

WPIC-FM, Chan. 275, 102.9mc, 26kw, Young

D		3.00	6.25	12.50	20.00	30.00
N		5.00	10.00	20.00	30.00	50.00

SOMERSET, 5,936 pop.; Somerset Co.

WVSC, 250w-D, 990kc

D	4.00	5.50	8.00	16.00	24.00	40.00

STATE COLLEGE, 17,227 pop.; 3,065 homes; 97.6% radio; 2,991 radio homes; Centre Co.; TV alloc.: Chan. *44.

WMAJ, 250w, 1450kc, MBS

D	4.50	3.50	11.70	15.30	25.50	47.00
N	5.00	4.85	14.20	23.30	40.50	70.00

ST. MARY'S, 7,846 pop.; Elk Co.

WKBI, 250w, 1400kc, MBS

D	5.00	6.00	12.00	20.00	35.00	60.00
N	5.00	6.00	12.00	20.00	35.00	60.00

STROUDSBURG, 6,361 pop.; Monroe Co.

WVPO, 250w-D, 840kc, Radio Reps.

D	6.00	6.00	12.00	24.00	36.00	60.00

SUNBURY, 15,570 pop.; 4,917 homes; 97.6% radio; 4,799 radio homes; Northumberland Co.; TV alloc.: Chan. 65.

WKOK, 250w, 1240kc, ABC

D	5.40	5.40	12.00	15.60	27.00	48.00
N	7.20	7.20	14.40	24.00	42.00	72.00

WKOK-FM, Chan. 231, 94.1mc, 4.4kw, ABC

UNIONTOWN, 20,471 pop.; 6,063 homes; 94.4% radio; 5,723 radio homes; Fayette Co., TV alloc.: Chan. 14.

WMBS, 1kw, 590kc, CBS, Meeker

D	4.50	7.50	15.00	30.00	45.00	75.00
N	7.50	12.50	25.00	50.00	75.00	125.00

WARREN, 14,849 pop.; 4,754 homes; 95.5% radio; 4,540 radio homes; Warren Co.

WNAE, 1kw-D, 1310kc

D	6.00	6.00	10.00	16.00	24.00	40.00

WRRN (FM), Chan. 222, 92.3mc, 2.20kw

D	1.50	1.50	2.50	4.32	6.48	10.80
N	1.50	1.50	2.50	4.32	6.48	10.80

(Continued on page 168)

Here's Proof that

KQV COVERS THE RICH PITTSBURGH MARKET!

County	Homes Inside KQV's ½ MV Contour	
	DAY	NIGHT
Allegheny	407,013	370,373
Armstrong	5,937	2,756
Beaver	28,455	10,388
Butler	9,360	4,554
Fayette	25,446	35,529
Greene	2,721	2,154
Indiana	2,922	2,143
Washington	48,193	42,099
Westmoreland	74,218	64,430
TOTALS	**604,265**	**534,426**

KQV 5000 W 1410 KC
BASIC MUTUAL NETWORK
Pittsburgh's Aggressive Radio Station
National Reps., WEED & CO.

SEE WHAT

5000 WATTS

BUYS ON

WARM SCRANTON

N.E. PENNA.'s MOST POWERFUL STATION DAY AND NIGHT

NOW

590

PENNSYLVANIA

SPOT RATE FINDER

(Continued from page 167)

WASHINGTON, 26,280 pop.; 7,621 homes; 95.3% radio; 7,263 radio homes; Washington Co.; TV alloc.: Chan. 63.

WJPA, 250w, 1450kc, MBS, McGillvra, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.60	5.40	10.30	21.60	32.40	54.00
N	5.40	7.20	14.40	28.00	43.20	72.00

WJPA-FM, Chan. 282, 104.3mc, 6kw, McGillvra, Bonus

WILKES-BARRE, 76,826 pop.; 21,048 homes; 96.1% radio; 20,227 radio homes; Luzerne Co.; TV alloc.: Chans. 28, 34.

3 AM affiliates, average 1-time rates

D	9.00	8.17	15.67	31.33	46.67	77.33
N	11.50	10.83	23.67	47.00	70.33	116.67

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WBAX, 250w, 1240kc, MBS, Burn-Smith

D	6.50	13.00	26.00	38.00	62.00
N	9.50	19.00	37.00	55.00	90.00

	SB	1M	5M	15M	30M	1 Hr
WBRE, 250w, 1340kc, NBC, Conlan						
D	8.00	8.00	14.00	28.00	42.00	70.00
N	11.00	11.00	22.00	44.00	66.00	110.00

WBRE-FM, Chan. 253, 98.5mc, 2.2kw, Bonus

WILK, 5kw-D, 1kw-N, 980kc, ABC, Avery-Knodel, Pulse

D	10.00	10.00	20.00	40.00	60.00	100.00
N	12.00	12.00	30.00	60.00	90.00	150.00

WILK-FM, Chan. 241, 96.1mc, 3.1kw, Avery-Knodel, Bonus

WILLIAMSPORT, 45,047 pop.; 13,741 homes; 95.3% radio; 13,095 radio homes; Lycoming Co.; TV alloc.: Chan. 36.

2 AM affiliates, average 1-time rates

D	6.15	7.65	13.95	28.15	41.60	68.50
N	8.10	9.90	19.80	39.10	59.90	99.00

WLYC, 1kw-D, 1050kc, Cooke

D		14.00	28.00	42.00	70.00

WLYC-FM, Chan. 286, 105.1mc, 3.2kw, Cooke

D	2.90	6.00	12.00	18.00	30.00
N	2.90	6.00	12.00	18.00	30.00

WRAK, 250w, 1400kc, NBC, Everett-McKinney, Hooper, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.80	7.80	14.40	28.80	43.20	72.00
N	7.20	10.80	21.60	43.20	64.80	108.00

WRAK-FM, Chan. 262, 100.3mc, 3.2kw, Everett-McKinney, Bonus

WWPA, 250w, 1340kc, CBS, Burn-Smith, Conlan

D	7.50	7.50	13.50	27.50	40.00	65.00
N	9.00	9.00	18.00	35.00	55.00	90.00

YORK, 59,953 pop.; 18,326 homes; 96.1% radio; 17,611 radio homes; York Co.; TV alloc.; Chans. 43 (Susquehanna Bcstg. Co. grant), 49 (WNOW-TV, Helm Coal Co. grant).

2 AM affiliates, average 1-time rates

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WNOW, 1kw-D, 1250kc, Conlan, Pulse

D	6.00	7.50	19.75	33.25	46.75	75.00
N	8.00	10.00	26.50	44.50	62.50	100.00

WORK, 5kw, 1350kc, MBS, NBC, Meeker, Conlan, Pulse

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WRZE (FM), Chan. 253, 98.5mc, 8kw

D	1.25	2.00	5.00	15.00	30.00	60.00
N	1.25	2.00	5.00	15.00	30.00	60.00

WSBA, 1kw, 910kc, ABC

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WSBA-FM, Chan. 277, 103.3mc, 20kw, Bonus

Now It Can Be Told . . . After One Full Year!

WSCR SCRANTON, PENNA.

JUST one year ago we announced the beginning of full-time operation—day and night—on Aug. 5, 1951.

JUST 10 months ago—on Sept. 30, 1951—we became an Affiliate of the NATIONAL BROADCASTING COMPANY in Scranton.

YET in this short time—over 70% of NBC NETWORK ADVERTISERS have added this station to their network operation!

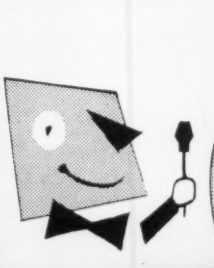
WSCR *SELLS* SCRANTON . . .
America's 77th Market!

Now Nationally Represented by
THE HEADLEY-REED COMPANY

WSCR 1000 W. Day—500 W. Nite - Studios at 116 Adams Ave., Scranton, Pa.

DAVID M. BALTIMORE, President-General Manager

70% of NBC NETWORK ADVERTISERS have Added Station WSCR in the First 10 Months of Network Operation!



WSCR NBC

1320 ON YOUR DIAL

PENNSYLVANIA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1948 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Adams	44,197	39,435	12.1	12,191	32,006	12,051	11,292	93.7	8,366	36,946	$12,530,378	13,334	4,161	1,917,000
Allegheny	1,515,237	1,411,539	7.3	1,372,412	142,825	422,651	407,013	96.3	335,520	1,786,624	7,153,476	260,899	230,356	196,127,000
Armstrong	80,842	81,087	—0.3	22,825	58,017	22,460	21,202	94.4	17,142	63,084	4,034,088	19,436	6,664	5,061,000
Beaver	175,192	156,754	11.8	128,245	46,947	47,744	45,166	94.6	34,919	162,001	3,965,869	34,941	46,852	39,233,000
Bedford	40,775	40,809	—0.1	3,521	37,254	11,018	10,004	90.8	7,553	27,926	7,203,536	10,706	1,121	488,000
Berks	255,740	241,884	5.7	169,078	86,662	73,262	70,478	96.2	58,515	274,155	22,881,224	65,279	53,209	35,537,000
Blair	139,514	140,358	—0.6	100,158	39,356	39,683	37,659	94.9	32,772	133,416	4,526,829	29,816	7,518	4,421,000
Bradford	51,722	50,615	2.2	16,234	35,488	14,758	13,754	93.2	11,432	43,380	15,143,867	13,269	3,849	2,469,000
Bucks	144,620	107,715	34.3	54,145	90,475	40,661	39,644	97.5	25,838	118,960	23,223,805	41,261	16,313	11,176,000
Butler	97,320	87,590	11.1	31,873	65,447	26,629	25,298	95.0	19,295	87,133	8,926,954	26,320	9,675	7,570,000
Cambria	209,541	213,459	—1.8	127,653	81,888	54,320	51,115	94.1	42,720	180,576	3,523,077	39,089	23,456	18,575,000
Cameron	7,023	6,852	2.5	3,646	3,377	2,033	1,881	92.5	1,620	7,165	105,099	1,716	3,022	2,069,000
Carbon	57,558	61,735	—6.8	38,521	19,037	15,853	15,298	96.5	13,665	42,777	1,840,532	13,486	8,288	5,257,000
Centre	65,922	52,608	25.3	26,866	39,056	16,100	15,215	94.5	11,335	52,485	6,895,665	15,462	3,464	2,251,000
Chester	159,141	135,626	17.3	66,228	92,913	40,490	38,546	95.2	29,184	146,729	31,107,184	39,719	17,034	12,863,000
Clarion	38,344	38,410	—0.2	4,409	33,935	10,418	9,689	93.0	7,760	33,517	3,847,057	11,922	344	943,000
Clearfield	85,957	92,094	—6.7	24,186	61,771	23,450	22,020	93.9	19,036	71,032	2,444,491	19,588	5,472	3,387,000
Clinton	36,532	34,557	5.7	15,132	21,400	10,222	9,639	94.3	7,662	30,796	2,030,487	8,839	4,952	3,314,000
Columbia	53,460	51,413	4.0	24,643	28,817	15,496	14,613	94.3	11,698	46,952	8,120,214	14,984	11,496	7,440,000
Crawford	78,948	71,644	10.2	27,895	51,053	22,758	21,461	94.3	17,200	81,230	10,222,394	22,259	9,779	7,028,000
Cumberland	94,457	74,806	26.3	54,854	39,603	26,846	25,450	94.8	17,936	83,459	9,771,580	26,928	6,682	3,580,000
Dauphin	197,784	177,410	11.5	153,991	43,793	56,963	54,741	96.1	42,999	235,266	7,897,262	43,823	24,645	17,404,000
Delaware	414,234	310,756	33.3	372,411	41,823	113,972	111,465	97.8	76,016	328,224	4,296,296	90,079	55,496	47,016,000
Elk	34,503	34,443	0.2	18,657	15,846	9,210	8,731	94.8	7,038	23,881	810,478	8,013	6,972	4,907,000
Erie	219,388	180,889	21.3	167,779	51,609	61,841	58,996	95.4	43,538	257,520	12,557,565	56,115	46,034	36,852,000
Fayette	189,899	200,999	—5.5	58,237	131,662	51,131	48,012	93.9	40,780	163,153	3,781,422	37,808	9,499	6,683,000
Forest	4,944	5,791	—14.6		4,944	1,394	1,302	93.4	1,203	2,745	256,280	1,455	470	374,000
Franklin	75,927	69,378	9.4	30,925	45,002	21,134	19,612	92.8	14,527	71,117	15,637,187	21,412	8,157	4,995,000
Fulton	10,387	10,673	—2.7		10,387	2,724	2,495	91.6	1,915	4,917	2,618,656	2,801	218	75,000
Greene	45,394	44,671	1.6	5,514	39,880	12,243	11,337	92.6	8,696	26,786	3,405,190	10,272	557	306,000
Huntingdon	40,872	41,836	—2.3	12,020	28,852	11,082	10,184	91.9	8,210	28,438	4,118,294	10,598	3,978	2,293,000
Indiana	77,106	79,854	—3.4	19,243	57,863	20,722	19,479	94.0	16,065	62,664	5,366,728	19,089	1,912	1,240,000
Jefferson	49,147	54,090	—9.1	19,462	29,685	13,961	13,040	93.4	11,401	41,154	3,241,463	13,203	3,918	2,348,000
Juniata	15,243	15,373	—0.8		15,243	4,274	3,902	91.3	2,980	11,276	4,371,234	4,734	785	283,000
Lackawanna	257,396	301,243	—14.6	236,076	21,320	71,828	67,949	94.6	65,740	231,504	4,679,386	42,477	26,565	13,896,000
Lancaster	234,717	212,504	10.5	115,805	118,912	65,218	60,979	93.5	47,219	238,960	69,681,490	63,954	39,657	25,291,000
Lawrence	105,120	96,877	8.5	60,478	44,642	29,373	27,934	95.1	22,495	100,901	5,299,730	26,061	16,726	13,367,000
Lebanon	81,683	72,641	12.4	43,458	38,225	22,765	21,718	95.4	17,142	85,068	11,515,309	22,064	14,570	9,077,000
Lehigh	198,207	177,533	11.6	156,787	41,420	55,506	53,563	96.5	42,495	222,912	11,150,506	41,869	33,029	20,963,000
Luzerne	392,241	441,518	—11.2	323,898	68,343	106,647	101,848	95.5	93,367	344,552	5,641,420	72,011	36,522	18,485,000
Lycoming	101,249	93,633	8.1	66,039	35,210	29,757	28,001	94.1	22,611	100,267	6,934,460	26,776	15,169	9,543,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

(Continued on page 170)

It's Coverage that Counts

Grandmother and Grandfather sure knew the value of coverage. They took no chances of being burned.

Take their advice and get the coverage that counts in this mining-manufacturing Pennsylvania market of over 400,000 population.

WBRE is the "earway" of Wyoming Valley and if it's figures you want, we won't give you a "Bikini" or "trunks" coverage. No siree, we'll give you all-over old-fashioned coverage facts.

WBRE
AM-FM AFFILIATE

PENNSYLVANIA MARKET DATA BY COUNTIES

(Continued from page 169)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payroll 1st Qtr.
McKean	56,607	56,673	0.1	25,579	31,028	16,744	16,024	95.7	13,405	57,270	1,831,246	15,201	6,661	4,514,000
Mercer	111,954	101,039	10.8	62,133	49,821	31,047	29,588	95.3	22,816	115,452	8,372,347	28,231	21,896	18,738,000
Mifflin	43,691	42,993	1.6	16,848	26,843	12,325	11,475	93.1	8,955	38,944	4,503,341	9,816	7,619	5,439,000
Monroe	33,773	29,802	13.3	13,635	20,138	9,765	9,267	94.9	7,094	9,097	2,086,300	10,272	3,710	2,357,000
Montgomery	353,068	289,247	22.1	236,832	116,236	94,300	91,754	97.3	66,749	104,895	15,716,902	93,552	55,686	41,017,000
Montour	16,001	15,466	3.5	6,994	9,007	3,647	3,352	91.9	2,838	8,638	2,211,699	3,127	745	502,000
Northampton	185,243	168,959	9.6	133,067	52,176	51,053	49,164	96.3	40,215	206,712	10,067,065	48,471	49,872	36,945,000
Northumberland	117,115	126,887	—7.7	82,429	34,686	33,229	31,468	94.7	28,048	102,577	6,911,251	24,930	13,573	7,526,000
Perry	24,782	23,213	6.8	2,158	22,624	6,903	6,482	93.9	5,023	16,542	5,640,248	7,275	1,077	505,000
Philadelphia	2,071,605	1,931,334	7.3	2,071,605		585,802	562,956	96.1	470,187	2,388,718	1,521,281	276,665	331,163	246,390,000
Pike	8,425	7,452	13.1		8,425	2,802	2,651	94.6	1,905	6,382	1,481,685	2,693	262	147,000
Potter	16,810	18,201	—7.6	3,210	13,600	4,973	4,570	91.9	3,924	15,133	4,130,261	4,430	547	315,000
Schuylkill	200,577	228,331	—12.2	113,862	86,715	55,242	52,369	94.8	47,282	160,842	6,885,384	44,388	16,351	7,221,000
Snyder	22,912	20,208	13.4	3,514	19,398	6,046	5,580	92.3	4,194	12,933	3,955,070	6,254	1,437	676,000
Somerset	81,813	84,957	—3.7	17,116	64,697	22,044	20,413	92.6	16,536	63,025	9,535,912	19,849	1,931	778,000
Sullivan	6,745	7,504	—10.1		6,745	1,838	1,685	91.7	1,454	4,198	1,358,557	1,759	611	236,000
Susquehanna	31,970	33,893	—5.7	5,768	26,202	9,018	8,414	93.3	7,313	22,635	10,878,759	7,688	1,568	739,000
Tioga	35,474	35,004	1.3	6,872	28,602	10,082	9,427	93.5	7,833	29,360	8,655,215	9,968	3,152	2,263,000
Union	23,150	20,247	14.3	5,268	17,882	5,688	5,364	94.3	4,173	14,185	3,657,562	6,667	1,067	547,000
Venango	65,328	63,958	2.1	36,702	28,626	17,958	16,916	94.2	13,778	55,336	2,688,546	16,417	8,163	6,109,000
Warren	42,698	42,789	—0.2	14,849	27,849	11,817	11,132	94.2	9,247	52,422	3,974,002	11,314	4,637	3,469,000
Washington	209,628	210,852	—0.6	93,863	115,765	58,433	55,394	94.8	46,109	185,658	8,824,559	43,324	18,852	15,245,000
Wayne	28,478	29,934	—4.9	5,662	22,816	7,959	7,458	93.7	6,488	25,556	9,803,480	7,579	1,792	760,000
Westmoreland	313,179	303,411	3.2	152,303	160,876	85,580	81,558	95.3	66,160	283,797	8,867,273	65,214	44,645	36,231,000
Wyoming	16,766	16,702	0.4		16,766	4,794	4,492	93.7	3,582	15,463	4,565,496	5,038	725	430,000
York	202,737	178,022	13.9	107,272	95,465	58,935	56,165	95.3	43,008	195,994	25,756,944	57,678	38,829	24,118,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

RHODE ISLAND

SPOT RATE FINDER

NEWPORT, 37,564 pop.; 9,389 homes; 99.1% radio; 9,304 radio homes; Newport Co.

WRJM, 1kw-D, 1540kc, Devney

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00

PAWTUCKET, 81,436 pop.; 24,972 homes; 99.0% radio; 24,722 radio homes; Providence Co.

WPAW, 1kw-D, 550kc

D	3.00	5.00	6.50	16.50	27.50	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

PROVIDENCE, 248,674 pop.; 72,274 homes; 99.1% radio; 71,624 radio homes; Providence Co.; TV alloc.: Chans. 10 (WJAR-TV, now Chan. 11), 12, 16, *22.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	11.50	12.25	22.12	44.00	66.00	107.50
N	18.00	19.50	44.00	88.00	132.00	220.00

3 AM non-affiliates, average 1-time rates

D	5.50	9.33	18.00	36.00	56.00	90.00

WEAN, 5kw, 790kc, MBS, H-R Reps., Petry, Pulse, Hooper

D	11.00	11.00	22.00	44.00	66.00	110.00
N	22.00	22.00	44.00	88.00	132.00	220.00

WHIM, 1kw-D, 1110kc, Headley-Reed, Kettell-Carter, Pulse, Hooper

	SB	1M	5M	15M	30M	1 Hr
D		11.00	18.00	36.00	54.00	90.00

WICE, 500w-D, 1290kc, Cooke

D	6.00	9.00	18.00	36.00	54.00	90.00

WJAR, 5kw, 920kc, NBC, Bannan, Weed

D	9.00	12.00	22.00	44.00	66.00	110.00
N	18.00	24.00	44.00	88.00	132.00	220.00

WJAR-FM, Chan. 238, 95.5mc, 14kw, Bonus

WJAR-TV, Chan. 11, 15kw-aur.; 30kw-vis.; ABC, CBS, NBC, DuMont, Bannan, Weed

D		55.00	80.00	120.00	180.00	300.00
N		115.00	187.50	300.00	450.00	750.00

WPJB, 5kw, 1420kc, ABC, Taylor, Borgatti

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

WPJB-FM, Chan. 286, 105.1mc, 20kw, ABC, Taylor, Borgatti, Bonus

WPRO, 5kw, 630kc, CBS, Raymer, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	16.00	16.00	24.00	48.00	72.00	120.00
N	32.00	32.00	48.00	96.00	144.00	240.00

WPRO-FM, Chan. 222, 92.3mc, 20kw, Bonus

WRIB, 1kw, 1220kc, Forjoe

D	5.00	8.00	18.00	36.00	60.00	90.00
N	5.00	8.00	18.00	36.00	60.00	90.00

WESTERLY, 8,415 pop.; Washington Co.

WERI, 250w, 1230kc, Walker, Bannan, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WOONSOCKET, 50,211 pop.; 14,962 homes; 98.5% radio; 14,738 radio homes; Providence Co.

WWON, 250w, 1240kc, MBS

D		9.00	21.00	35.00	60.00	85.00
N		9.00	21.00	35.00	60.00	85.00

WWON-FM, Chan. 288, 105.5mc, 0.39kw, Bonus

Here's what

5000 watts

covers when you buy it on...

WARM

SCRANTON, PENNSYLVANIA

N. E. PENNSYLVANIA'S MOST POWERFUL STATION DAY AND NIGHT

NOW AT 590 ON THE DIAL

Represented Nationally by GEORGE P. HOLLINGBERY CO.

NEW YORK • SAN FRANCISCO • ATLANTA • CHICAGO • LOS ANGELES

11

COUNTIES IN NORTH-EASTERN PENNSYLVANIA

918,000

POPULATION

$1,193,607,000

BUYING POWER

$735,441,000

RETAIL SALES

★

Affiliated with ABC

★ ★ ★

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

★ ★ ★

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs—programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

★ ★ ★

more New Englanders listen to WPRO than any other Rhode Island station.

to reach the most buyers,

BUY BASIC.. CBS ..

WPRO AM & FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

MARKET INDICATORS FOR RHODE ISLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	791,896	'50	713,346	'40
Urban Population	667,212	'50	(1) 653,383	'40
Rural Population	124,684	'50	(1) 59,963	'40
Total Homes	225,487	'50	187,706	'40
Percentage Radio	98.8%	'50	95.7%	'40
Retail Sales	$ 768,782,000	'51	$ 708,791,000	'48
Automobiles	261,024	'51	250,869	'50
Telephones	176,800	'52	160,200	'45
New Construction	$ 124,100,000	'51	$ 57,800,000	'40
Farm Income	$ 16,084,379	'49	$ 14,803,501	'44
Internal Revenue Collections	$ 239,371,296	'51	$ 183,795,663	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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RHODE ISLAND MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Bristol	29,079	25,548	13.8	21,595	7,484	8,204	8,138	99.2	6,170	16,166	$ 1,127,022	(1)	5,410	$3,321,000
Kent	77,763	58,311	33.4	66,879	10,884	22,523	22,230	98.7	14,301	51,971	1,559,312		8,579	5,603,000
Newport	61,539	46,696	31.8	38,791	22,748	15,799	15,594	98.7	11,256	41,033	3,172,073		558	331,000
Providence	574,973	550,298	4.5	526,308	48,665	166,587	164,755	98.9	137,059	622,880	7,022,229		113,218	76,593,000
Washington	48,542	32,493	49.4	13,639	34,903	12,394	12,035	97.1	7,953	36,732	3,207,843		4,005	2,630,000

(1) Automobile registrations for Rhode Island are not compiled on a county basis. Total private passenger automobile registrations as of March 31, 1952, 224,486.
Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

SOUTH CAROLINA

SPOT RATE FINDER

AIKEN, 7,083 pop.; Aiken Co.; TV alloc.: Chan. 54.
WAKN, 1kw-D, 990kc

	SB	1M	5M	15M	30M	1 Hr
D	5.50	5.50	10.00	15.00	26.00	40.00

ANDERSON, 19,770 pop.; 5,851 homes; 85.1% radio; 4,979 radio homes; Anderson Co.; TV alloc.: Chan. 58.
2 AM affiliates, average 1-time rates

D	6.10	6.10	17.45	34.90	49.75	83.40
N	7.10	7.10	20.45	40.40	58.80	98.40

WAIM, 250w, 1230kc, CBS, Burn-Smith, BMB, Dodson

D	7.00	7.00	18.00	36.00	54.00	90.00
N	7.00	7.00	18.00	36.00	54.00	90.00

WCAC (FM), Chan. 266, 101.1mc, 41kw, Burn-Smith, Dodson, Bonus
WANS, 1kw, 1280kc, MBS

D	5.20	5.20	16.90	33.80	45.50	76.80
N	7.20	7.20	22.90	46.80	63.60	106.80

BENNETTSVILLE, 5,140 pop.; Marlboro Co.
WBSC, 10kw-D, 5kw-N, 1550kc, MBS, McGillvra

D	7.00	14.00	28.00	42.00	70.00
N	10.00	20.00	40.00	60.00	100.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

CAMDEN, 6,986 pop.; Kershaw Co.; TV alloc.: Chan. 14.
WACA, 1kw-D, 1590kc

	SB	1M	5M	15M	30M	1 Hr
D		3.00	8.40	14.40	24.20	38.40

CHARLESTON, 70,174 pop.; 20,089 homes; 80.6% radio; 16,192 radio homes; Charleston Co.; TV alloc.: Chans. 2, 5, *13.
4 AM affiliates, average 1-time rates

D	5.50	6.33	10.50	18.50	28.83	51.38
N	10.25	11.67	20.25	37.75	56.25	95.00

WCSC, 5kw, 1390kc, CBS, Free & Peters, BMB, Hooper

D	7.50	7.50	12.00	20.00	32.50	62.50
N	14.00	14.00	25.00	40.00	65.00	125.00

WCSC-FM, Chan. 245, 96.9mc, 36kw (20% of AM rates)
WHAN, 250w, 1340kc, ABC, Burn-Smith

D	4.00		8.00	16.00	24.00	40.00
N	8.00		16.00	32.00	48.00	80.00

WPAL, 1kw-D, 730kc, Pearson, Dora-Clayton

D	4.50		8.00	15.00	24.00	45.00

WTMA, 5kw-D, 1kw-N, NBC, Blair

D	6.50	7.50	14.00	23.00	35.00	65.00
N	12.00	14.00	25.00	41.00	67.00	100.00

WTMA-FM, Chan. 236, 95.1mc, 49kw, Bonus

MARKET INDICATORS FOR SOUTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,117,027	'50	1,899,804	'40
Urban Population	777,921	'50	(1) 466,111	'40
Rural Population	1,339,106	'50	(1) 1,433,693	'40
Total Homes	514,660	'50	434,968	'40
Percentage Radio	83.2%	'50	49.6%	'40
Radio Homes	431,758	'50	209,542	'40
Retail Sales	$1,378,474,000	'51	$1,141,201,000	'48
Automobiles	648,297	'51	578,802	'50
Telephones	278,500	'52	124,900	'45
New Construction	$ 151,500,000	'47	$ 81,200,000	'40
Median Family Income	$ 1,647	'49		
Farm Income	$ 213,529,314	'49	$ 191,665,897	'44
Employed	755,378	'50	655,573	'40
Internal Revenue Collections	$ 190,464,177	'51	$ 175,019,823	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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WUSN, 250w, 1450kc, MBS, Radio Reps.

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	15.00	23.00	38.00
N	7.00	7.00	15.00	30.00	45.00	75.00

CHESTER, 6,893 pop.; Chester Co.
WGCD, 250w, 1490kc, MBS, McGillvra

D	2.50	2.50	5.00	10.00	15.00	25.00

CLEMSON, 1,204 pop.; Pickens Co.; TV alloc.: Chan. *68.

COLUMBIA, 86,914 pop.; 21,978 homes; 86.0% radio; 18,901 radio homes; Richland Co.; TV alloc.: Chans. 10, *19, 25, 67.
4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.75	7.75	14.88	25.00	40.50	67.50
N	7.67	7.67	15.67	31.33	47.33	70.00

WCOS, 250w, 1400kc, ABC, Headley-Reed, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.50	20.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WCOS-FM, Chan. 250, 97.9mc, 5.3kw, ABC, Headley-Reed, Bonus

WIS, 5kw, 560kc, NBC, Free & Peters, Pulse, BMB

D	10.00	14.00	25.00	40.00	60.00	100.00
N	17.00	18.00	28.00	50.00	80.00	160.00

WIS-FM, Chan. 233, 94.5mc, 1.3kw, Bonus

WMSC, 1kw, 1320kc, CBS, H-R Reps., BMB, Pulse

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.00	8.00	15.00	30.00	45.00	75.00

WNOK, 250w, 1230kc, MBS, Forjoe, Pulse

D	5.00	5.00	12.00	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

CONWAY, 6,073 pop.; Horry Co.; TV alloc.: Chan. 23.

WLAT, 250w, 1490kc, MBS, McGillvra

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

DILLON, 5,171 pop.; Dillon Co.

WDSC, 1kw-D, 800kc, ABC, Gill-Keefe & Perna, Dora-Clayton, BMB

D		5.00	10.00	20.00	30.00	50.00

WDSC-FM, Chan. 226, 92.9mc, 10kw, ABC, Gill-Keefe & Perna, Dora-Clayton

D		5.00	10.00	20.00	30.00	50.00
N		5.00	10.00	20.00	30.00	50.00

EASLEY, 6,316 pop.; Pickens Co.

WELP, 1kw-D, 1360kc, KBS, Indie Sales

D	2.00	3.00	7.00	12.00	20.00	30.00

FLORENCE, 22,513 pop.; 6,392 homes; 82.0% radio; 5,241 radio homes; Florence Co.; TV alloc.: Chan. 8.

WJMX, 5kw-D, 1kw-N, 970kc, ABC, Walker, BMB, Hooper

D	5.00	7.50	15.00	28.00	45.00	75.00
N	7.50	10.00	20.00	40.00	66.00	100.00

WOLS, 250w, 1230kc, McGillvra

D	3.60	4.80	9.60	19.20	28.80	48.00
N	4.50	6.00	12.00	24.00	36.00	60.00

GAFFNEY, 8,123 pop.; Cherokee Co.

WFGN, 250w-D, 1570kc

D			4.15	8.25	16.50	33.00

GEORGETOWN, 6,004 pop.; Georgetown Co.; TV alloc.: Chan. 27.

WGTN, 250w, 1400kc, MBS

D	4.00	4.50	9.00	17.00	30.00	50.00
N	4.00	4.50	9.00	17.00	30.00	50.00

GREENVILLE, 58,161 pop.; 16,466 homes; 83.8% radio; 13,799 radio homes; Greenville Co.; TV alloc.: Chans. 4, 23, *29.

3 AM affiliates, average 1-time rates

D	6.50	6.50	10.67	20.67	31.00	51.67
N	11.33	11.33	21.33	41.33	62.00	103.33

WAKE, 250w, 1490kc, CBS, MBS, Pearson, Conlan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WESC, 5kw-D, 660kc, Rambeau

D	7.00	7.00	15.00	28.00	42.00	70.00

WESC-FM, Chan. 223, 92.5mc, 12kw, Rambeau, Bonus days only

N	3.50	3.50	7.50	14.00	21.00	35.00

WFBC, 5kw, 1330kc, NBC, Avery-Knodel, Conlan

D	7.50	7.50	15.00	28.00	42.00	70.00
N	14.00	14.00	28.00	56.00	84.00	140.00

WFBC-FM, Chan. 229, 93.7mc, 8.3kw, Bonus

WMRC, 5kw, 1440kc, ABC, Weed

D	7.00	7.00	9.00	18.00	27.00	45.00
N	10.00	10.00	18.00	36.00	54.00	90.00

WMRC-FM, Chan. 235, 94.9mc, 79kw, Bonus

WMUU, 1kw-D, 1260kc

D	3.00	4.00	6.50	12.00	20.00	30.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

GREENWOOD, 13,806 pop.; 4,032 homes; 83.5% radio; 3,367 radio homes; Greenwood Co.; TV alloc.: Chan. 21.

WCRS, 250w, 1450kc, NBC, Clark

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WCRS-FM, Chan. 239, 95.7mc, 8.6kw, NBC, Clark

D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

GREER, 5,050 pop.; Greenville, Spartanburg Cos.

WEAB, 250w-D, 800kc

D		4.00	12.00	20.00	35.00	60.00

HARTSVILLE, 5,658 pop.; Darlington Co.

WHSC, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	8.00	16.00	24.00	40.00
N	3.00	3.00	8.00	16.00	24.00	40.00

KINGSTREE, 3,621 pop.; Williamsburg Co.

WDKD, 1kw-D, 1300kc

D	4.00	5.00	10.00	20.00	30.00	50.00

LAKE CITY, 5,112 pop.; Florence Co.; TV alloc.: Chan. 55.

LANCASTER, 7,159 pop.; Lancaster Co.; TV alloc.: Chan. 31.

WLCM, 1kw-D, 1360kc

D	4.00	4.00	8.00	16.00	24.00	40.00

LAURENS, 8,658 pop.; Laurens Co.; TV alloc.: Chan. 45.

WLBG, 250w-D, 860kc

D	3.45	4.60	8.50	17.25	34.50	69.00

MARION, 6,834 pop.; Marion Co.; TV alloc.: Chan. 43.

MULLINS, 4,916 pop.; Marion Co.

WJAY, 1kw-D, 1280kc, KBS

D	3.00	3.50	9.00	18.00	27.00	45.00

MYRTLE BEACH, 3,345 pop.; Horry Co.

WMRA, 250w, 1450kc

D		3.00	6.00	12.00	21.00	30.00
N		3.00	6.00	12.00	21.00	30.00

* * *

NEWBERRY, 7,546 pop.; Newberry Co.; TV alloc.: Chan. 37.

WKDK, 250w, 1240kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

ORANGEBURG, 15,322 pop.; 4,002 homes; 78.0% radio; 3,122 radio homes; Orangeburg Co., TV alloc.: Chan. 44.

WRNO, 250w, 1450kc, MBS

D	4.00	4.00	8.00	18.00	25.00	35.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WTND, 1kw-D, 1270kc

D	2.00	2.50	7.50	15.00	24.00	40.00

WTND-FM, Chan. 274, 102.7mc, 4.1kw (CP)

ROCK HILL, 24,502 pop.; 6,210 homes; 89.3% radio; 5,546 radio homes; York Co.; TV alloc.: Chan. 61.

WRHI, 250w, 1340kc, MBS, McGillvra

D	4.50	5.00	9.00	17.00	30.00	50.00
N	4.50	5.00	9.00	17.00	30.00	50.00

WRHI-FM, Chan. 248, 97.5mc, 9.4kw, McGillvra, Bonus

WTYC, 1kw-D, 1150kc, Dora-Clayton

D	4.50		8.00	17.00	25.00	40.00

SENECA, 3,649 pop.; Oconee Co.

WSNW, 1kw-D, 1150kc, Continental

D	4.00	4.00	9.00	18.00	30.00	60.00

SPARTANBURG, 36,795 pop.; 10,419 homes; 86.1% radio; 8,971 radio homes; Spartanburg Co.; TV alloc.: Chans. 7, 17.

2 AM affiliates, average 1-time rates

D	7.75	7.75	16.00	31.00	46.50	77.50
N	11.25	11.25	22.50	45.00	67.50	112.50

WORD, 1kw, 910kc, NBC, Hollingbery

D	7.00	7.00	15.00	28.00	42.00	70.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WDXY (FM), Chan. 263, 100.5mc, 12kw, NBC

D	3.00	3.00	5.50	11.25	18.75	30.00
N	3.00	3.00	5.50	11.25	18.75	30.00

WSPA, 5kw, 950kc, CBS, BMB, Blair Pulse

D	8.50	8.50	17.00	34.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WSPA-FM, Chan. 255, 98.9mc, 4.85kw, Bonus

SUMTER, 20,185 pop.; 5,579 homes; 80.1% radio; 4,468 radio homes; Sumter Co.; TV alloc.: Chan. 47.

WFIG, 250w, 1340kc, MBS, McGillvra

D	5.00	5.00	10.00	18.00	28.00	40.00
N	6.00	6.00	14.00	24.00	30.00	50.00

* * *

UNION, 9,730 pop.; Union Co.; TV alloc.: Chan. 65.

WBCU, 1kw, 1460kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.00	2.00	5.00	10.00	15.00	25.00
N	3.00	3.00	6.00	12.00	18.00	30.00

WALTERBORO, 4,616 pop.; Colleton Co.

WALD, 250w, 1490kc, MBS

D		5.00	15.00	25.00	40.00	60.00
N		5.00	15.00	25.00	40.00	60.00

WALD-FM, Chan. 292, 106.3mc, 585w (CP)

Mr. Time Buyer

The Latest

PULSE

Rating For

GREENVILLE

Shows

WMRC

YOUR BEST BUY in South Carolina's #1 Metropolitan Market

Ask any WEED man!

5000 WATTS ABC **WMRC** DAY & NIGHT

GREENVILLE, S. C.

SOUTH CAROLINA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Abbeville	22,456	22,931	—2.1	5,424	17,032	5,682	4,557	80.2	2,219	10,872	$ 1,660,932	3,868	$1,960	8,306
Aiken	53,137	49,916	6.5	17,800	35,337	13,980	11,743	84.0	5,861	24,440	4,681,849	9,902	1,912	19,444
Allendale	11,773	13,040	—9.7		11,773	2,796	2,184	78.1	723	4,895	1,822,358	1,500	822	4,064
Anderson	90,664	88,712	2.2	40,521	50,143	23,573	20,343	86.3	12,758	61,920	6,691,705	16,854	2,280	36,077
Bamberg	17,533	18,643	—6.0	5,768	11,765	4,101	3,162	77.1	1,260	9,088	2,219,738	2,462	1,125	5,964
Barnwell	17,266	20,138	—14.3		17,266	4,211	3,272	77.7	1,153	6,640	3,218,597	2,552	849	6,315
Beaufort	26,993	22,037	22.5	5,081	21,912	6,198	4,748	76.6	1,128	11,478	2,270,954	3,025	1,382	7,633
Berkeley	30,251	27,128	11.5		30,251	6,630	5,224	78.8	1,476	8,130	1,722,371	2,720	1,124	8,445
Calhoun	14,753	16,229	—9.1		14,753	3,402	2,640	77.6	876	4,903	3,701,355	2,100	888	4,863
Charleston	164,856	121,105	36.1	120,289	44,567	42,911	35,187	82.0	16,969	135,000	3,879,951	24,275	2,258	51,313
Cherokee	34,992	33,290	5.1	12,412	22,580	8,441	7,285	86.3	4,141	17,274	3,596,383	4,891	2,043	12,855
Chester	32,597	32,579	0.1	10,426	22,171	7,950	6,694	84.2	3,615	19,542	2,573,406	4,402	2,044	12,816
Chesterfield	36,236	35,963	0.8	4,836	31,400	8,186	6,672	81.5	3,124	18,201	5,844,577	5,117	1,144	12,113
Clarendon	32,215	31,500	2.3	2,775	29,400	6,529	5,040	77.2	1,598	10,502	7,087,762	3,438	998	10,664
Colleton	28,242	26,268	7.5	4,616	23,626	6,894	5,329	77.3	1,838	13,757	2,685,481	4,025	1,133	8,878
Darlington	50,016	45,168	10.7	12,277	37,739	11,713	9,452	80.7	4,457	29,633	9,231,295	7,678	1,558	17,117
Dillon	30,930	29,625	4.4	5,171	25,759	6,743	5,442	80.7	2,476	15,310	9,645,432	4,192	1,439	11,168
Dorchester	22,601	19,928	13.4	3,312	19,289	5,405	4,324	80.0	1,641	10,241	2,132,239	3,367	1,275	7,298
Edgefield	16,591	17,894	—7.3	2,518	14,073	3,942	3,154	80.0	1,278	7,451	2,602,032	2,940	1,304	5,699
Fairfield	21,780	24,187	—10.0	6,203	15,577	5,010	3,993	79.7	1,877	8,886	1,556,247	2,763	1,539	7,362
Florence	79,710	70,582	12.9	27,625	52,085	18,641	15,192	81.5	7,169	59,116	15,775,589	12,490	1,594	26,492
Georgetown	31,762	26,352	20.5	13,733	18,029	7,175	5,675	79.1	2,105	17,373	1,925,644	3,387	1,784	8,715
Greenville	168,152	136,580	23.1	100,699	67,453	45,066	40,199	89.2	23,136	167,610	4,010,255	32,650	2,774	68,335
Greenwood	41,628	40,083	3.9	20,550	21,078	11,003	9,397	85.4	5,302	36,192	1,663,053	7,894	2,668	18,287
Hampton	18,027	17,465	3.2		18,027	4,360	3,401	78.0	1,084	6,936	2,050,888	2,474	1,137	5,621
Horry	59,820	51,951	15.1	9,418	50,402	13,238	10,537	79.6	4,060	33,859	18,216,370	8,362	1,522	20,978
Jasper	10,995	11,011	—0.1		10,995	2,557	2,005	78.4	674	4,180	756,963	1,253	1,172	3,246
Kershaw	32,287	32,913	—1.9	6,986	25,301	7,518	5,939	79.0	2,520	15,962	3,401,339	4,395	1,434	11,049
Lancaster	37,071	33,542	10.5	11,472	25,599	8,927	7,749	86.8	4,090	23,136	2,062,327	5,314	2,370	13,813
Laurens	46,974	44,185	6.3	15,826	31,148	11,370	9,574	84.2	5,526	25,550	4,284,632	7,318	2,214	17,731
Lee	23,173	24,908	—7.0	3,076	20,097	4,903	3,716	75.8	1,480	7,703	5,717,816	2,960	748	7,225
Lexington	44,279	35,994	23.0	13,063	31,216	11,218	9,547	85.1	4,331	19,593	3,491,061	8,918	2,125	16,161
McCormick	9,577	10,367	—7.6		9,577	2,116	1,646	77.8	576	3,248	825,384	1,240	1,149	2,956
Marion	33,110	30,107	10.0	11,750	21,360	7,578	5,994	79.1	2,826	19,482	7,661,627	4,111	1,351	12,122
Marlboro	31,766	33,281	—4.6	7,828	23,938	7,401	5,876	79.4	2,509	16,130	6,413,876	4,542	894	10,696
Newberry	31,771	33,577	—5.4	10,552	21,219	8,088	6,697	82.8	3,718	20,061	3,322,527	6,138	2,019	12,426
Oconee	39,050	36,512	7.0	6,753	32,297	9,284	7,873	84.8	4,105	18,148	2,155,375	5,804	1,731	13,329
Orangeburg	68,726	63,707	7.9	15,322	53,404	15,772	12,349	78.3	4,930	36,321	10,814,510	10,127	1,028	22,797
Pickens	40,058	37,111	7.9	6,316	33,742	10,094	8,933	88.5	5,075	19,907	1,822,124	7,187	2,301	15,068
Richland	142,565	104,843	36.0	110,688	31,877	35,332	30,527	86.4	15,347	146,483	3,428,901	25,345	2,577	50,777
Saluda	15,924	17,192	—7.4	226	15,698	3,792	3,056	80.6	1,395	5,052	3,571,386	2,975	1,087	5,996
Spartanburg	150,349	127,733	17.7	52,039	98,310	38,130	33,745	88.5	19,406	127,764	7,331,115	24,791	2,472	57,728
Sumter	57,634	52,463	9.9	26,013	31,621	13,238	10,405	78.6	4,264	33,310	7,105,049	8,287	1,533	17,918
Union	31,334	31,360	0.1	9,730	21,604	7,544	6,367	84.4	3,763	17,655	1,499,975	3,880	2,148	12,101
Williamsburg	43,807	41,011	6.8	3,664	40,143	9,014	6,869	76.2	2,209	17,377	9,252,603	4,969	918	15,248
York	71,596	58,663	22.0	35,163	36,433	17,004	14,606	85.9	7,474	52,163	6,049,721	10,579	2,551	28,169

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

SOUTH DAKOTA

SPOT RATE FINDER

ABERDEEN, 21,051 pop.; 6,093 homes; 98.5% radio; 6,002 radio homes; Brown Co.; TV alloc.: Chans. 9, 17.

KABR, 250w-D, 1220kc (CP)

KSDN, 1kw, 930kc, MBS, Weed, Conlan, Crossley

	SB	1M	5M	15M	30M	1 Hr
D	5.50	5.50	11.00	22.00	33.00	55.00
N	8.00	8.00	16.00	32.00	48.00	80.00

BELLE FOURCHE, 3,540 pop.; Butte Co.; TV alloc.: Chan. 23.

BROOKINGS, 7,764 pop.; Brookings Co.; TV alloc.: Chans. *8, 25.

DEADWOOD, 3,288 pop.; Lawrence Co.

KDSJ, 250w, 1450kc, MBS, Clark (CP 1kw, 980kc)

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	7.00	10.00	20.00	30.00	50.00

HOT SPRINGS, 5,030 pop.; Fall River Co.; TV alloc.: Chan. 17.

HURON, 12,788 pop.; 3,836 homes; 97.3% radio; 3,732 radio homes; Beadle Co.; TV alloc.: Chans. 12, 15.

KIJV, 250w, 1340kc, MBS, Lawson

D	2.40	4.00	9.60	19.20	28.80	48.00
N	3.00	5.00	12.00	24.00	36.00	60.00

LEAD, 6,422 pop.; Lawrence Co.; TV alloc.: Chans. 5, 26.

MADISON, 5,153 pop.; Lake Co.; TV alloc.: Chan. 46.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MITCHELL, 12,123 pop.; 3,638 homes; 96.8% radio; 3,522 radio homes. Davison Co.; TV alloc.: Chans. 5, 20.

KORN, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	3.75	5.00	10.00	20.00	30.00	50.00
N	4.50	6.00	12.00	24.00	36.00	60.00

MOBRIDGE, 3,753 pop.; Walworth Co.; TV alloc.: Chan. 27.

PIERRE, 5,715 pop.; Hughes Co.; TV alloc.: Chans. 6, 10, *22.

KGFX, 200w-D, 630kc, Lawson

D	3.00	5.00	12.00	25.00	36.00	60.00

RAPID CITY, 25,310 pop.; 7,621 homes; 95.8% radio; 7,301 radio homes; Pennington Co.; TV alloc.: Chans. 7, 15.

KOTA, 5kw, 1380kc, CBS, Headley-Reed, Hooper

D	7.50	10.00	15.00	30.00	50.00	80.00
N	9.00	12.50	20.00	45.00	65.00	100.00

KOZY (FM), Chan. 232, 94.7mc, 25kw

D	4.00	5.50	9.25	14.00	21.00	35.00
N	4.00	5.50	9.25	14.00	21.00	35.00

KRSD, 250w, 1340kc (CP)

SIOUX FALLS, 52,696 pop.; 15,639 homes; 97.5% radio; 15,248 radio homes; Minnehaha Co.; TV alloc.: Chans. 11, 13, 38, *44.

3 AM affiliates, average 1-time rates

D	8.67	10.33	16.67	33.67	50.00	83.33
N	12.33	15.00	24.67	49.33	74.00	123.33

MARKET INDICATORS FOR SOUTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	652,740	'50	642,961	'40
Urban Population	216,710	'50	(1) 158,087	'40
Rural Population	436,030	'50	(1) 484,874	'40
Total Homes	182,972	'50	165,428	'40
Percentage Radio	95.9%	'50	84.6%	'40
Radio Homes	173,611	'50	136,049	'40
Retail Sales	$ 693,035,000	'51	$ 618,827,000	'48
Automobiles	298,412	'51	290,080	'50
Telephones	159,700	'52	101,000	'45
New Construction	$ 84,300,000	'47	$ 33,800,000	'40
Median Family Income	$ 2,337	'49		
Farm Income	$ 430,475,791	'49	$ 286,406,939	'44
Employed	242,268	'50	204,314	'40
Internal Revenue Collections	$ 64,182,139	'51	$ 56,717,659	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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KELO, 5kw, 1320kc, NBC, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	26.00	52.00	78.00	130.00

KIHO, 1kw, 1270kc, MBS, Raymer

D	5.00	6.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

KISD, 250w, 1230kc, Cooke, Conlan

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	8.40	17.00	28.00	42.00	70.00

KSOO, 10kw-D, 5kw-N, 1140kc, ABC, Avery-Knodel

D	11.00	15.00	20.00	40.00	60.00	100.00
N	14.00	20.00	30.00	60.00	90.00	150.00

STURGIS, 3,471 pop.; Meade Co.; TV alloc.: Chan. 20.

VERMILLION, 5,337 pop.; Clay Co.; TV alloc.: Chans. *2, 41.

WATERTOWN, 12,699 pop.; 3,763 homes; 97.0% radio; 3,650 radio homes; Codington Co.; TV alloc.: Chans. 3, 35.

KWAT, 1kw, 950kc, Walker, Lawson

	SB	1M	5M	15M	30M	1 Hr
D	3.70	5.00	10.80	16.90	32.00	56.70
N	4.25	6.35	12.35	20.00	37.50	66.50

WINNER, 3,252 pop.; Tripp Co.; TV alloc.: Chan. 18.

YANKTON, 7,709 pop.; Yankton Co.; TV alloc.: Chan. 17.

WNAX, 5kw, 570kc, CBS, Katz, BMB, SAMS

D	15.00	23.00	28.00	56.00	84.00	140.00
N	20.00	30.00	40.00	80.00	150.00	300.00

XUM

Ask your Katz man how to buy
20,265 radio families for one buck
on WNAX-570 (a Cowles Station).
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MINN.
S.DAK
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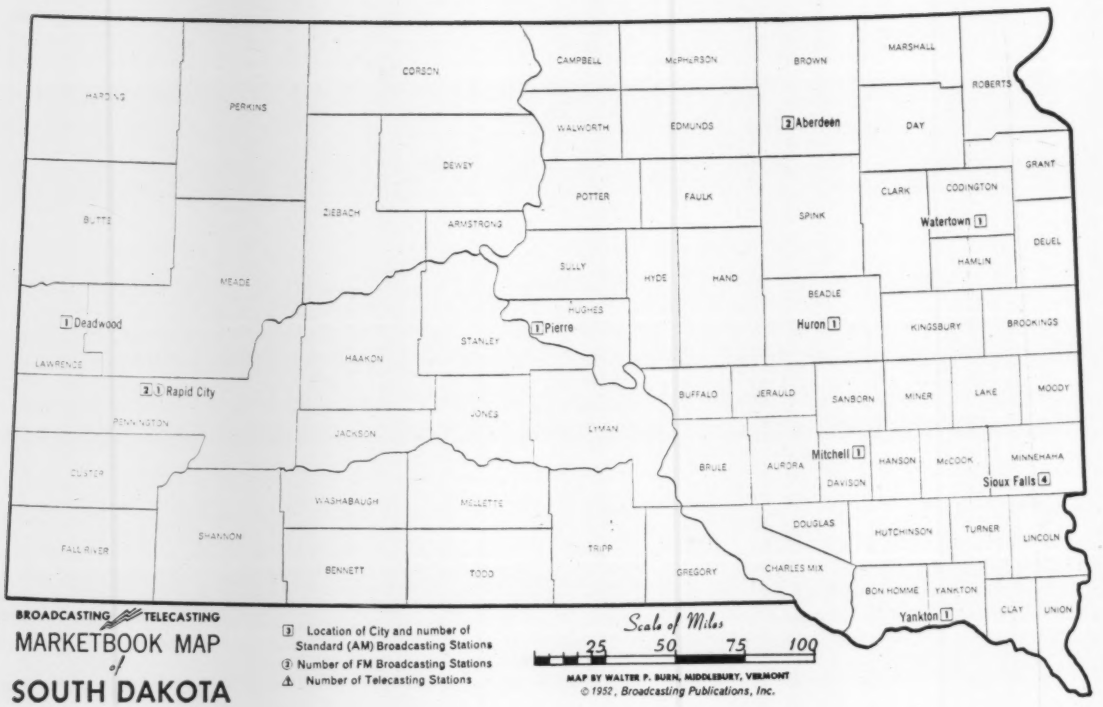

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SOUTH DAKOTA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Armstrong	52	42			52	16	16	100.0	9	(1)	$ 331,233		$	26
Aurora	5,020	5,387	—6.8		5,020	1,399	1,343	96.0	1,055	3,390	4,851,090	1,678	2,125	2,059
Beadle	21,082	19,648	7.3	12,788	8,294	6,074	5,910	97.3	4,545	21,199	8,825,580	7,206	2,983	8,073
Bennett	3,396	3,983	—14.7		3,396	891	769	86.3	540	2,570	4,041,018	1,091	2,463	1,173
Bon Homme	9,440	10,241	—7.8		9,440	2,878	2,746	95.4	2,171	9,051	7,306,177	3,607	2,306	3,561
Brookings	17,851	16,560	7.8	7,764	10,087	4,876	4,783	98.1	3,740	18,830	12,717,401	6,259	2,688	6,200
Brown	32,617	29,676	9.9	21,051	11,566	9,253	8,985	97.1	7,000	48,825	14,033,969	10,651	3,113	12,483
Brule	6,076	6,195	—1.9		6,076	1,772	1,708	96.4	1,339	7,934	5,039,978	2,077	2,311	2,600
Buffalo	1,615	1,853	—12.3		1,615	378	350	92.6	257	209	2,239,817	386		449
Butte	8,161	8,004	2.0	3,540	4,621	2,418	2,297	95.0	1,751	12,041	6,586,789	2,823	2,552	3,232
Campbell	4,046	5,033	—19.6		4,046	1,038	977	94.1	848	2,040	3,011,177	1,287	1,917	1,367
Charles Mix	15,558	13,449	15.7		15,558	4,212	4,010	95.2	2,279	11,670	8,872,722	4,808	2,882	5,870
Clark	8,369	8,955	—6.5		8,369	2,364	2,310	97.7	1,949	6,975	8,241,203	2,959	2,518	3,144
Clay	10,993	9,592	14.6	5,337	5,656	2,975	2,910	97.8	2,269	8,280	10,532,556	3,644	2,528	3,570
Codington	18,944	17,014	11.3	12,699	6,245	5,376	5,231	97.3	3,783	29,583	7,164,093	6,685	3,120	6,958
Corson	6,168	6,755	—8.7		6,168	1,481	1,325	89.5	1,095	3,349	3,801,463	1,391	2,340	1,935
Custer	5,517	6,023	—8.4		5,517	1,624	1,466	90.3	1,214	4,325	2,398,881	1,686	2,355	2,075
Davison	16,522	15,336	7.7	12,123	4,399	4,848	4,712	97.2	3,671	30,419	4,297,359	5,885	3,094	6,460
Day	12,294	13,565	—9.4	2,503	9,791	3,449	3,270	94.8	2,794	12,400	7,962,998	4,165	2,239	4,626
Deuel	7,689	8,450	—9.0		7,689	2,094	2,033	97.1	1,691	4,626	7,430,494	2,688	2,506	2,738
Dewey	4,916	5,709	—13.9		4,916	1,210	1,037	85.7	940	3,345	2,555,126	1,047	2,271	1,636
Douglas	5,636	6,348	—11.2		5,636	1,549	1,489	96.1	1,227	3,837	4,552,661	1,954	2,445	2,123
Edmunds	7,275	7,814	—6.9		7,275	1,916	1,791	93.5	1,488	5,973	4,604,683	2,204	2,234	2,579
Fall River	10,439	8,089	29.1	5,030	5,409	2,824	2,587	91.6	1,648	8,756	3,238,763	3,449	2,972	3,754
Faulk	4,752	5,168	—8.0		4,752	1,375	1,330	96.7	1,165	4,458	5,237,914	1,701	2,940	1,859
Grant	10,233	10,552	—3.0	2,982	7,251	2,911	2,824	97.0	2,397	8,075	7,936,011	3,663	2,582	3,749
Gregory	8,556	9,554	—10.4		8,556	2,398	2,283	95.2	1,730	6,735	6,278,156	2,838	2,131	2,955
Haakon	3,167	3,515	—9.9		3,167	925	905	97.8	809	4,232	4,588,750	1,096	3,682	1,269
Hamlin	7,058	7,562	—6.7		7,058	2,014	1,917	95.2	1,581	5,879	6,506,934	2,392	2,475	2,535
Hand	7,149	7,166	—0.2		7,149	1,952	1,897	97.2	1,536	7,318	7,918,495	2,454	2,537	2,728
Hanson	4,896	5,400	—9.3		4,896	1,341	1,290	96.2	1,140	2,051	4,031,031	1,527	2,325	1,660
Harding	2,289	3,010	—24.0		2,289	669	625	93.4	569	1,451	4,138,305	727	2,917	1,101
Hughes	8,111	6,624	22.4	5,715	2,396	2,209	2,121	96.0	1,601	11,677	2,682,171	2,748	3,648	3,328
Hutchinson	11,423	12,668	—9.8		11,423	3,265	3,095	94.8	2,423	10,849	8,862,819	4,089	2,128	4,578
Hyde	2,811	3,113	—9.7		2,811	799	751	94.0	675	3,419	2,831,352	960	2,542	1,085
Jackson	1,768	1,955	—9.6		1,768	521	477	91.5	414	2,450	1,622,249	581		687
Jerauld	4,476	4,752	—5.8		4,476	1,321	1,289	97.6	1,054	3,924	3,905,307	1,624	2,550	1,782
Jones	2,281	2,509	—9.1		2,281	669	650	97.2	552	2,630	2,735,671	747		858
Kingbury	9,962	10,831	—8.0		9,962	2,922	2,837	97.1	2,342	10,529	9,046,877	3,767	2,576	3,613
Lake	11,792	12,412	—5.0	5,123	6,639	3,346	3,252	97.2	2,778	12,469	8,901,366	4,283	2,757	4,489
Lawrence	16,648	19,093	—12.8	12,465	4,183	5,001	4,841	96.8	4,652	16,151	1,880,235	5,205	3,097	6,078
Lincoln	12,767	13,171	—3.1	2,530	10,237	3,736	3,658	97.9	2,935	11,789	14,775,306	4,884	2,726	4,755
Lyman	4,572	5,045	—9.4		4,572	1,236	1,173	94.9	989	3,270	5,656,489	1,453	2,790	1,689
McCook	8,828	9,793	—9.9		8,828	2,510	2,367	94.3	2,047	6,982	6,778,701	3,186	2,408	3,243
McPherson	7,071	8,353	—15.3		7,071	1,933	1,881	97.3	1,334	5,732	4,100,455	2,299	1,663	2,530
Marshall	7,835	8,880	—11.8		7,835	2,081	2,000	96.1	1,730	7,573	7,255,279	2,419	2,295	2,753
Meade	11,516	9,735	18.3	3,471	8,045	2,845	2,714	95.4	2,019	7,876	8,011,157	2,967	2,676	3,665
Mellette	3,046	4,107	—25.8		3,046	767	637	83.1	496	1,263	3,334,411	815	2,171	880
Miner	6,268	6,836	—8.3		6,268	1,792	1,735	96.8	1,500	5,375	5,236,097	2,194	2,243	2,460
Minnehaha	70,910	57,697	22.9	52,696	18,214	20,748	20,416	98.4	14,073	95,016	22,504,538	25,189	3,484	29,322
Moody	9,252	9,341	—1.0		9,252	2,504	2,484	99.2	2,140	7,001	11,099,808	3,273	2,509	3,138
Pennington	34,053	23,799	43.1	25,310	8,743	10,044	9,682	96.4	5,502	49,067	5,430,144	12,231	3,205	11,961
Perkins	6,776	6,585	2.9	2,760	4,016	1,890	1,811	95.8	1,309	9,106	5,793,815	2,028	3,074	2,639
Potter	4,688	4,614	1.6		4,688	1,292	1,236	95.7	975	6,545	4,672,679	1,625	2,690	1,679
Roberts	14,929	15,887	—6.0	2,871	12,058	3,957	3,759	95.0	3,155	11,456	11,324,316	4,706	2,313	5,162
Sanborn	5,142	5,754	—10.6		5,142	1,497	1,449	96.8	1,210	4,129	4,922,038	1,811	2,438	1,920
Shannon	5,669	5,366	5.6		5,669	1,166	830	71.2	724	691	2,170,269	839	1,273	1,289
Spink	12,204	12,527	—2.6	2,655	9,549	3,304	3,205	97.0	2,822	12,020	11,020,929	3,843	2,667	4,501
Stanley	2,055	1,959	4.9		2,055	565	517	91.5	458	1,008 (2)	2,746,254	725		783
Sully	2,713	2,668	1.7		2,713	727	722	99.3	529	2,409	5,753,185	981	3,423	1,081
Todd	4,758	5,714	—16.7		4,758	1,067	897	84.1	652	838	3,953,200	940	1,362	1,257
Tripp	9,139	9,937	—8.0	3,252	5,887	2,541	2,429	95.6	1,910	11,796	8,408,224	3,092	2,318	3,401
Turner	12,100	13,270	—8.8		12,100	3,684	3,585	97.3	2,923	10,914	12,609,356	4,683	2,504	4,688
Union	10,792	11,675	—7.6	553	10,239	3,203	3,139	98.0	2,572	9,345	11,566,199	4,086	2,525	3,953
Walworth	7,648	7,274	5.1	3,753	3,895	2,105	2,069	98.3	1,541	10,265	3,769,905	2,395	3,139	3,009
Washabaugh	1,551	1,980	—21.7		1,551	354	264	74.6	222	194	1,755,160	292		399
Yankton	16,804	16,725	0.5	7,709	9,095	4,207	4,114	97.8	3,131	20,156	9,780,675	5,609	2,807	6,223
Zieback	2,606	2,875	—9.4		2,606	646	559	86.6	430	1,295	2,765,902	636	2,139	935

(1) Combined with Stanley County. (2) Combined with Armstrong County.

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

TENNESSEE

SPOT RATE FINDER

TENNESSEE

ATHENS, 8,618 pop.; McMinn Co.; TV alloc.: Chan. 14.
WLAR, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00	5.00	9.00	16.00	30.00
N	3.00	4.00	8.00	18.00	32.00	60.00

BRISTOL, 16,771 pop.; 4,800 homes; 91.8% radio; 4,406 radio homes; Sullivan Co.; TV alloc. (Bristol, Tenn.-Bristol, Va.): Chans. 5, 46.
WOPI, 250w, 1490kc, NBC, Burn-Smith

D	5.60	5.60	11.25	15.00	22.50	37.50
N	7.80	7.80	15.60	20.80	31.20	52.00

WOPI-FM, Chan. 245, 96.9mc, 18.5kw

D	2.25	6.00	12.00	24.00
N	2.50	7.50	15.00	30.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

CHATTANOOGA, 131,041 pop.; 37,937 homes; 89.7% radio; 34,029 radio homes; Hamilton Co.; TV alloc.: Chans. 3, 12, 43, 49, *55.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	10.25	10.25	15.25	29.50	44.25	73.75
N	17.00	17.00	26.50	54.00	81.00	135.00

2 AM non-affiliates, average 1-time rates

D	6.00	8.43	12.33	24.75	40.95	68.25

WAGC, 250w, 1450kc, MBS, Rambeau, Hooper

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	18.00	40.00	60.00	100.00

WAPO, 5kw-D, 1kw-N, 1150kc, NBC, Headley-Reed, Hooper, Conlan

D	12.00	12.00	17.50	35.00	52.50	87.50
N	20.00	20.00	30.00	60.00	90.00	150.00

* * *

WDEF, 5kw-D, 1kw-N, 1370kc, ABC, Branham, Hooper, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	11.00	11.00	16.00	28.00	42.00	70.00
N	18.00	18.00	23.00	56.00	84.00	140.00

WDOD, 5kw, 1310kc, CBS, Raymer

D	12.00	12.00	17.50	35.00	52.50	87.50
N	20.00	20.00	30.00	60.00	90.00	150.00

WDOD-FM, Chan. 243, 96.5mc, 42kw, Bonus
WDXB, 250w, 1490kc, Forjoe, O'Connor

D	5.60	8.00	12.00	24.00	36.00	60.00
N	5.60	8.00	18.00	36.00	54.00	90.00

WMFS, 1kw-D, 1260kc, Fearson

D	6.40	8.95	12.75	25.50	45.90	76.50

CLARKSVILLE, 16,246 pop.; 4,643 homes; 85.4% radio; 3,965 radio homes: Montgomery Co.; TV alloc.: Chan. 53.
WJZM, 250w, 1400kc, MBS, Conlan

D	7.00		10.00	20.00	35.00	50.00
N	7.00		10.00	20.00	35.00	50.00

CLEVELAND, 12,605 pop.; 3,594 homes; 91.0% radio; 3,272 radio homes; Bradley Co.; TV alloc.: Chan. 38.
WBAC, 250w, 1340kc, MBS

D	4.50	5.00	7.50	12.50	22.50	40.00
N	4.50	5.00	7.50	12.50	22.50	40.00

* * *

COLUMBIA, 10,911 pop.; 3,398 homes; 87.0% radio; 2,956 radio homes; Maury Co.; TV alloc.: Chan. 39.
WKRM, 250w, 1340kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.50	4.00	8.00	12.00	20.00
N	3.40	4.00	4.55	9.10	13.65	22.75

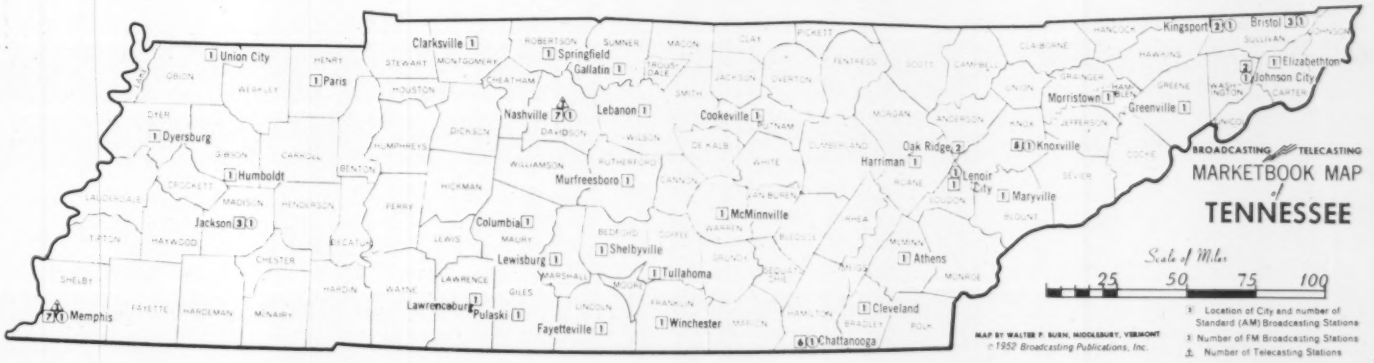
COOKEVILLE, 6,924 pop.; Putnam Co.; TV alloc.: Chan. 24.
WHUB, 250w, 1400kc, CBS, Continental

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

COVINGTON, 4,379 pop.; Tipton Co.; TV alloc.: Chan. 19.
DYERSBURG, 10,885 pop.; 3,432 homes; 85.7% radio; 2,941 radio homes; Dyer Co.; TV alloc.: Chan. 46.
WDSG, 250w, 1450kc, MBS

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

(Continued on page 178)



Yes, the figures below will certainly show how the Memphis market has grown in the last 10 years.

Comparison of 1942-1952 Growth in the Memphis market area

			Percentage increase
Population	1942	3,092,108	
	1952	3,569,600	15.4%
Radio Homes	1942	393,518	
	1952	818,303	108%
Effective Buying Income	1942	$896,976,000	
	1952	$2,802,534,000	212%
Retail Sales	1942	$615,917,000	
	1952	$2,269,052,000	268%
Food Sales	1942	$112,935,000	
	1952	$511,934,000	353%
Drug Sales	1942	$21,225,000	
	1952	$63,708,000	200%

To sell the great Memphis market

You need both

→ **WMC and WMCT**

→ NBC—5,000 W.—790 K. C — Memphis' only TV station

→ NATIONAL REPRESENTATIVES, THE BRANHAM COMPANY
OWNED AND OPERATED BY THE COMMERCIAL APPEAL

M E M P H I S

TENNESSEE

SPOT RATE FINDER

(Continued from page 177)

ELIZABETHTON, 10,754 pop.; 2,986 homes; 91.9% radio; 2,744 radio homes; Carter Co.; TV alloc.: Chan. 40.

WBEJ, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

FAYETTEVILLE, 5,447 pop.; Lincoln Co.; TV alloc.: Chan. 27.

WEKR, 250w, 1240kc, MBS

D	4.00	6.00	12.00	24.00	36.00	60.00
N	3.00	4.00	8.00	16.00	24.00	40.00

GALLATIN, 5,107 pop.; Sumner Co.; TV alloc.: Chan. 48.

WHIN, 1kw-D, 1010kc

D	3.95	3.95	8.60	17.20	33.05	52.90

GREENEVILLE, 8,721 pop.; Greene Co.

WGRV, 250w, 1340kc, MBS

D			9.38	17.50	31.25	50.00
N			9.38	17.50	31.25	50.00

HARRIMAN, 6,389 pop.; Roane Co.; TV alloc.: Chan. 67.

WHBT, 250w, 1230kc, Continental

D		5.00	8.00	15.00	24.00	40.00
N		5.00	8.00	15.00	24.00	40.00

HUMBOLDT, 7,426 pop.; Gibson Co.; TV alloc.: Chan. 25.

WIRJ, 250w-D, 740kc, KBS

D			12.00	20.00	35.00	60.00

JACKSON, 30,207 pop.; 9,338 homes; 84.4% radio; 7,881 radio homes; Madison Co.; TV alloc.: Chans. 9, 16.

2 AM affiliates, average 1-time rates

D	3.50	5.50	8.00	17.00	27.00	45.00
N	5.00	7.00	14.00	31.00	46.50	77.50

WDXI, 5kw-D, 1kw-N, 1310kc, MBS, Burn-Smith

D	3.00	6.00	8.00	18.00	30.00	50.00
N	4.00	7.00	12.00	30.00	45.00	75.00

WPLI, 250w, 1490kc, McGillvra

D	3.25	4.35	7.25	13.00	23.00	43.00
N	3.25	4.35	7.25	13.00	23.00	43.00

WTJS, 1kw, 1390kc, ABC, Branham, Conlan

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	7.00	16.00	32.00	48.00	80.00

WTJS-FM, Chan. 264, 100.1mc, 50kw, Branham, Bonus

JOHNSON CITY, 27,864 pop.; 6,972 homes; 89.6% radio; 6,246 radio homes; Washington Co.; TV alloc.: Chans. 11, 34.

WETB, 1kw-D, 790kc

D	3.50	5.00	9.40	18.90	29.60	50.00

WJHL, 5kw-D, 1kw-N, 910kc, ABC, Pearson, Conlan, BMB

D	10.00	10.00	15.00	25.00	50.00	100.00
N	12.00	12.00	20.00	30.00	60.00	120.00

WJHL-FM, Chan. 264, 100.7mc, 9.7kw (AM-FM, combination rates above)

KINGSPORT, 19,571 pop.; 5,441 homes; 93.1% radio; 5,066 radio homes; Sullivan Co., TV alloc.: Chan. 28.

WKIN, 1kw-D, 1320kc, KBS

D		10.00	18.00	36.00	60.00

WKPT, 250w, 1400kc, NBC, Cooke, Dora-Clayton

D	5.00	5.00	9.30	18.00	30.00	50.00
N	7.50	7.50	13.75	27.00	45.00	75.00

WKPT-FM, Chan. 253, 98.5mc, 4.8kw, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

KNOXVILLE, 124,769 pop.; 34,826 homes; 91.1% radio; 31,726 radio homes; Knox Co.; TV alloc.: Chans. 6, 10, *20, 26.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	14.78	13.09	18.91	39.34	59.00	98.35
N	22.33	19.25	28.75	57.25	92.75	163.75

WBIR, 250w, 1240kc, ABC, Bolling

D	8.00	10.00	24.00	36.00	60.00
N	10.00	15.00	30.00	60.00	120.00

WBIR-FM, Chan. 227, 93.3mc, 2.84kw, BMB, Hooper, Bonus

WIBK, 1kw-D, 800kc, KBS, Cooke

D	5.30	5.30	10.20	18.70	29.80	51.00

WKGN, 240w, 1340kc, MBS, Forjoe, O'Connor

D	6.00	6.00	9.00	20.00	30.00	50.00
N	8.00	8.00	13.00	25.00	50.00	100.00

WNOX, 10kw, 990kc, CBS, Branham, Hooper

D	23.35	23.35	36.65	73.55	110.00	183.35
N	35.00	35.00	55.00	110.00	165.00	275.00

WROL, 5kw, 620kc, NBC, Avery-Knodel

D	15.00	15.00	20.00	40.00	60.00	100.00
N	24.00	24.00	32.00	64.00	96.00	160.00

LAWRENCEBURG, 5,442 pop.; Lawrence Co.; TV alloc.: Chan. 50.

WDXE, 500w-D, 1370kc, MBS, KBS, Burn-Smith

D	5.00	7.50	15.00	30.00	50.00

LEBANON, 7,913 pop.; Wilson Co.; TV alloc.: Chan. 58.

WCOR, 250w-D, 900kc

D	2.75	3.25	6.50	12.00	25.00	40.00

LENOIR CITY, 5,159 pop.; Loudon Co.

WLIL, 500w-D, 730kc

D		3.00	7.00	12.00	20.00	30.00
N		3.00	7.00	12.00	20.00	30.00

WLIL-FM, Chan. 262, 100.3mc, 8.8kw

LEWISBURG, 5,164 pop.; Marshall Co.

WJJM, 250w, 1490kc, MBS, KBS

D		6.50	11.50	22.50	35.00
N		6.50	11.50	22.50	35.00

MARYVILLE, 7,742 pop.; Blount Co.; TV alloc.: Chan. 51.

WGAP, 250w, 1400kc

D	5.00	5.00	8.90	14.70	25.60	39.60
N	6.00	6.00	11.90	19.80	35.60	59.20

McMINNVILLE, 7,577 pop.; Warren Co.; TV alloc.: Chan. 46.

WMMT, 250w, 1230kc, MBS, KBS

D	3.50	7.50	15.00	25.00	40.00
N	3.50	7.50	15.00	25.00	40.00

MEMPHIS, 396,000 pop.; 113,214 homes; 86.9% radio; 98,382 radio homes; Shelby Co.; TV alloc.: Chans. 3, 5 (WMCT(TV), now Chan. 4), *10, 13, 42, 48.

4 AM affiliates, average 1-time rates

D	18.83	23.50	33.88	55.68	91.50	144.00
N	28.67	35.50	45.50	87.50	135.00	240.00

3 AM non-affiliates, average 1-time rates

D	8.13	10.17	17.08	30.83	49.50	93.33

WDIA, 250w-D, 730kc, Pearson, Hooper

D	11.00	11.00	18.00	30.00	45.00	75.00

WFAK, 1kw-D, 1480kc

D	5.00	7.50	13.25	22.50	43.50	75.00

WHBQ, 5kw-D, 1kw-N, 560kc, MBS, Weed

D	13.50	16.00	21.50	42.70	64.00	106.00
N	18.00	24.00	34.00	64.00	96.00	160.00

WHHM, 250w, 1340kc, Forjoe

D	8.40	12.00	20.00	40.00	60.00	100.00
N	6.72	9.60	16.00	32.00	48.00	80.00

MARKET INDICATORS FOR TENNESSEE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,291,718	'50	2,915,841	'40
Urban Population	1,452,602	'50	(1) 1,207,206	'40
Rural Population	1,839,116	'50	(1) 1,888,635	'40
Total Homes	871,269	'50	714,894	'40
Percentage Radio	87.0%	'50	62.5%	'40
Radio Homes	746,915	'50	434,733	'40
Retail Sales	$2,426,468,000	'51	$2,074,189,000	'48
Automobiles	905,298	'51	858,111	'50
Telephones	678,400	'52	357,500	'45
New Construction	$ 708,400,000	'51	$ 140,000,000	'40
Farm Income	$ 340,151,366	'49	$ 246,687,652	'44
Internal Revenue Collections	$ 398,185,109	'51	$ 316,035,571	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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WMC, 5kw, 790kc, NBC, Branham, BMB

	SB	1M	5M	15M	30M	1 Hr
D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

WMCF (FM), Chan. 259, 99.7mc, 260w, Branham, Bonus

WMCT (TV), Chan. 4, 7.12kw-aur.; 13.6 kw-vis.; NBC, Branham

D	63.00	75.00	93.60	150.00	225.00	375.00
N	105.00	125.00	156.00	250.00	375.00	625.00

WMPS, 10kw-D, 5kw-N, 680kc, ABC, Radio Reps.

D	23.00	28.00	34.00	68.00	102.00	170.00
N	33.00	38.00	48.00	96.00	144.00	240.00

WREC, 5kw, 600kc, CBS, Katz

D		25.00	40.00	54.00	100.00	150.00
N		40.00	50.00	95.00	150.00	280.00

MORRISTOWN, 13,019 pop.; 3,565 homes; 90.1% radio; 3,212 radio homes; Hamblen Co.; TV alloc.: Chan. 54.

WCRK, 250w, 1450kc, MBS, Holman

D	4.00	6.00	16.00	24.00	36.00	60.00
N	4.00	6.00	16.00	24.00	36.00	60.00

MURFREESBORO, 13,052 pop.; 3,871 homes; 86.0% radio; 3,329 radio homes; Rutherford Co.; TV alloc.: Chan. 18.

WGNS, 250w, 1450kc, Holman

D	5.00	6.00	8.00	15.00	24.00	40.00
N	6.00	8.00	16.00	36.40	48.00	80.00

NASHVILLE, 174,307 pop.; 49,740 homes; 90.0% radio; 44,766 radio homes; Davidson Co.; TV alloc.: Chans. *2, 4 (WSM-TV), 5, 8, 30, 36.

4 AM affiliates, average 1-time rates

D	16.78	18.52	32.68	59.10	89.28	144.00
N	32.00	35.25	61.75	111.00	167.75	270.00

3 AM non-affiliates, average 1-time rates

D	6.00	6.53	11.83	23.67	37.00	61.67

WKDA, 250w, 1240kc, Bolling, Hooper

D	7.00	8.00	16.00	32.00	48.00	80.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WLAC, 50kw, 1510kc, CBS, Raymer, BMB

D	15.00	15.00	30.00	60.00	90.00	150.00
N	30.00	30.00	60.00	120.00	180.00	300.00

WMAK, 5kw, 1300kc, MBS, Radio Reps., Hooper

D	9.60	9.60	19.20	38.40	57.60	96.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WNAH, 1kw-D, 1360kc

D	5.00	5.00	8.50	20.00	30.00	50.00

WSIX, 5kw, 980kc, ABC, Hollingbery, Conlan, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	10.00	12.00	24.00	48.00	72.00	120.00
N	17.00	20.00	40.00	80.00	120.00	200.00

WSIX-FM, Chan. 248, 97.5mc, 71kw (No rates available)

WSM, 50kw, 650kc, NBC, Petry, BMB, Hooper

D	32.50	37.50	57.50	90.00	137.50	210.00
N	65.00	75.00	115.00	180.00	275.00	420.00

WSM-TV, Chan. 4, 11.9kw-aur.; 23.8 kw-vis.

D		30.00	43.75	70.00	105.00	175.00
N		60.00	87.50	140.00	210.00	350.00

WSOK, 1kw-D, 1470kc, Dora-Clayton

D		6.60	11.00	22.00	33.00	55.00

OAK RIDGE, 30,229 pop.; 7,920 homes; 90.6% radio; 7,175 radio homes; Anderson, Roane Cos.; TV alloc.: Chan. 32.

WATO, 250w, 1450kc, MBS, O'Connor

D	6.00	6.00	9.00	18.00	27.00	45.00
N	8.50	8.50	14.40	26.00	39.00	65.00

WOKE, 1kw-D, 1430kc, Continental

D		10.50	18.00	36.00	54.00	80.00

PARIS, 8,826 pop.; Henry Co.; TV alloc.: Chan. 51.

WTPR, 250w-D, 710kc, KBS, Holman

D		4.00	6.00	12.50	22.50	40.00

PULASKI, 5,762 pop.; Giles Co.; TV alloc.: Chan. 44.

WKSR, 250w-D, 730kc

D		3.70	8.80	15.20	28.50	50.00

SHELBYVILLE, 9,456 pop.; Bedford Co.; TV alloc.: Chan. 62.

WHAL, 250w, 1400kc, MBS

D	3.00	3.00	7.50	13.00	25.00	40.00
N	3.00	3.00	7.50	13.00	25.00	40.00

SPRINGFIELD, 6,506 pop.; Robertson Co.; TV alloc.: Chan. 42.

WDBL, 1kw-D, 1430kc

D	3.50	3.75	7.50	15.00	30.00	45.00

TULLAHOMA, 7,562 pop.; Coffee Co.; TV alloc.: Chan. 65.

WJIG, 250w-D, 740kc

D	3.50	3.50	7.50	17.50	35.00	50.00

UNION CITY, 7,665 pop.; Obion Co.; TV alloc.: Chan. 55.

WENK, 250w, 1240kc, MBS, Burn-Smith

D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

WINCHESTER, 3,974 pop.; Franklin Co.

WCDT, 250w, 1340kc, MBS

D	3.00	3.00	7.50	14.00	25.00	40.00
N	3.00	3.00	7.50	14.00	25.00	40.00

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NATIONAL SPOT ADVERTISERS

ABC CHICKS
AMERICAN HOME PRODUCTS
AMERICAN LIFE & ACC. INS. CO.
AMERICAN SAFETY RAZOR CO.
ANHEUSER-BUSCH
AVCO MANUFACTURING CO.
BALLARD & BALLARD
BEMAC ENTERPRISES
BEST FOODS CO.
B. G. SALES CO.
BLOCK DRUG CO.
Ammident
Minipoo
Omega Oil
BOOK ASSOCIATES
BORDEN CO.
BRISTOL MEYERS
BROWN & WILLIAMSON
CARTER PRODUCTS, INC.
CATS PAW RUBBER CO.
CHAP STICK & CHAP-ANS
CHICAGO & SOUTHERN AIRLINES
CHRISTIAN SCIENCE COMMISSION
(Pub. for Tennessee)
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Octagon Soap
Super Suds
COLUMBIA RECORDS, INC.
CONSOLIDATED ROYAL CHEMICAL CO.
Hypercin
Peruna
CONTINENTAL BAKING CO.
Wonder Bread
Hostess Cakes
CORN PRODUCTS REFINING CO.
COSSMAN, E. JOSEPH CO.
CROWELL COLLIER PUBLISHING CO.
CURTIS CIRCULATION CO.
D-CON CO.
DIAMOND MATCH CO.
DOEHLA GREETING CARDS, INC.
DRACKETT CO.
ELGIN AMERICAN
EX LAX, INC.
FARMER'S WHOLESALE NURSERY
FLORIDA CITRUS COMMISSION
J. A. FOLGER & CO.
FOSTER & MILBURN CO.
GALGANO DISTRIBUTORS
GARRETT & CO.
GENERAL ELECTRIC CO.
GENERAL MILLS, INC.
Crustquick
Gold Metal Flour
GENERAL MOTORS CORP.
GOODYEAR TIRE & RUBBER CO.
GRIESEDIECK BROS. BREWERY
GRIFFIN MANUFACTURING CO.
GROVES LABORATORIES, INC.
Bromo Quinine
Chill Tonic
Four Way Cold Tablets
HAPPY MILLS
HARRISON PHARM. DIST. CO., INC.
HOME CRAFTS
HOUSE of GODDARD
Calculators
Watches
RICHARD HUDNUT, INC.
INTERNATIONAL HARVESTER CO.
INTERNATIONAL RESEARCH LABS.
INTERNATIONAL SALT CO.
PAUL JOHNSON
(For Governor Committee)
JUNEX PRODUCTS
K-C FOODS DIVISION
KELLOGG COMPANY
KRAFT & CO.
LANE BRYANT, INC.
LEVER BROS. COMPANY
Lifebuoy
Lipton's Frostee
Lipton Tea
Rinso
Silver Dust
Surf
LIGGETT & MYERS
LOEWS, INC.
MASON'S CHICKS
MENNEN COMPANY
MONTICELLO DRUG CO.
MOTOROLA, INC.
MOUNTAIN VIEW NURSERY CO.
MUSTEROLE CO.
NATIONAL NURSERIES
NORWICH PHARMACAL CO.
O'CEDAR CORP.
OLD JUDGE COFFEE CO.
OWEN-ILLINOIS GLASS CO.
PARK & TILFORD
PETER PAUL, INC.
PHARMACO, INC.
Admiracion Shampoo
Feenamint
LYDIA E. PINKHAM MEDICINE CO.
POTTER DRUG CO.
PROCTOR & GAMBLE CO.
Drene Shampoo
Tide
RANDOLPH PUBLISHING INST.
R. J. REYNOLDS CO.
R & F SPECIALTY CO.
Happy Rabbit
Wading Pool
Gene Autry Roly Poly
Topper
RKO PICTURES
ROYAL STAF-O-LIFE MILLS
SAVE-BY-MAIL
S. C. AGRIC. MARKETING COMM.
SHUPTRINE CO.
SOUTHERN BELL T. & T. CO.
STANDARD BRANDS
Chase & Sanborn Coffee
Royal Pudding
Tenderleaf Tea
STATE FINANCE
STERLING DRUG, INC.
Bayer Aspirin
Fletcher's Castoria
SUNSHINE CHICK CO.
SUNWAY VITAMIN CO.
TIME, INC.
UNION CARBON CO.
UNITED ENTERPRISES
Fli-Pel
Pro-Pel
Roach Prufe
U. S. ARMY
U. S. ARMY & U. S. AIR FORCE
U. S. TOBACCO CO.
VAN CAMP, INC.
VICK CHEMICAL CO.
WALGREEN'S DRUG STORES, INC.
WHITE, HUGH L.
WILDROOT COMPANY
WILLARD TABLET CO.
WILLIAMS DRUG CO.
ZENITH

★ 282 Local Advertisers
USED OUR FACILITIES IN 1951!

WMPS

MEMPHIS

68 ON YOUR RADIO

Represented by Radio Representatives, Inc.

AMERICAN BROADCASTING COMPANY

TENNESSEE MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Anderson	59,407	26,504	124.1	33,910	25,497	15,087	13,277	88.0	3,610	33,850	$ 789,799	14,316	$10,116	$8,709,000
Bedford	23,627	23,151	2.1	9,456	14,171	6,699	5,915	88.3	4,046	15,466	4,644,649	6,120	1,958	805,000
Benton	11,495	11,976	—4.0		11,495	3,193	2,628	82.3	1,207	4,198	1,270,781	2,265	47	10,000
Bledsoe	8,561	8,358	2.4		8,561	1,903	1,551	81.5	706	2,604	1,249,720	849	182	43,000
Blount	54,691	41,116	33.0	17,600	37,091	13,728	12,451	90.7	6,672	30,949	2,965,829	12,432	8,563	5,888,000
Bradley	32,338	28,498	13.5	12,605	19,733	8,425	7,473	88.7	4,453	21,015	2,127,448	8,420	3,438	1,569,000
Campbell	34,369	31,131	10.4	5,797	28,572	7,955	6,849	86.1	3,739	17,296	1,036,103	4,805	786	239,000
Cannon	9,174	9,880	—7.1		9,174	2,395	1,942	81.1	910	2,973	1,961,699	1,584	370	89,000
Carroll	26,553	25,978	2.2	3,653	22,900	7,538	6,437	85.4	3,419	13,693	4,836,264	5,277	1,306	368,000
Carter	42,432	35,127	20.8	10,754	31,678	10,371	9,209	88.8	4,935	23,132	1,221,325	7,388	5,524	4,467,000
Cheatham	9,167	9,928	—7.7		9,167	2,414	2,066	85.6	1,196	3,684	1,986,173	1,724	130	23,000
Chester	11,149	11,124	0.2	2,532	8,617	2,886	2,424	84.0	1,219	4,843	2,062,789	2,137	362	110,000
Claiborne	24,788	24,657	0.5		24,788	5,673	4,777	84.2	2,389	7,064	3,326,557	2,942	80	20,000
Clay	8,701	10,904	—20.2		8,701	2,054	1,668	81.2	897	1,804	1,304,271	936	15	6,000
Cooke	22,991	24,083	—4.5	3,892	19,099	5,636	4,723	83.8	2,442	9,914	2,694,081	3,610	474	247,000
Coffee	23,049	18,959	21.6	7,562	15,487	6,171	5,276	85.5	2,482	14,136	2,880,720	4,816	2,130	841,000
Crockett	16,624	17,330	—4.1		16,624	4,605	3,914	85.0	2,250	7,815	7,807,792	2,463	89	17,000
Cumberland	18,877	15,592	21.1		18,877	4,445	3,667	82.5	1,440	8,533	1,118,074	2,731	333	136,000
Davidson	321,758	257,267	25.1	258,887	62,871	88,698	81,425	91.8	53,655	334,739	5,498,327	78,024	30,514	18,786,000
Decatur	9,442	10,261	—8.0		9,442	2,541	2,173	85.5	1,261	3,974	1,272,872	1,388	453	119,000
DeKalb	11,680	14,588	—19.9		11,680	3,132	2,593	82.8	1,674	3,558	2,027,172	1,550	62	18,000
Dickson	18,805	19,718	—4.6	3,348	15,457	5,185	4,402	84.9	2,353	9,659	2,309,836	3,571	1,000	306,000
Dyer	33,473	34,920	—4.1	10,885	22,588	9,479	8,228	86.8	5,530	29,288	10,732,969	6,916	1,773	933,000
Fayette	27,535	30,322	—9.2		27,535	6,212	4,690	75.5	1,423	8,623	6,632,510	3,684	114	21,000
Fentress	14,917	14,262	4.6		14,917	3,214	2,578	80.2	1,005	4,474	720,892	1,229	229	51,000
Franklin	25,431	23,892	6.4	3,974	21,457	6,311	5,497	87.1	3,139	12,859	4,564,078	4,718	1,029	477,000
Gibson	48,132	44,835	7.4	16,232	31,900	13,825	11,654	84.3	6,731	29,410	12,646,412	10,021	3,228	1,436,000
Giles	26,961	29,240	—7.8	5,762	21,199	7,170	6,051	84.4	3,840	14,835	6,995,490	5,124	841	417,000
Grainger	13,086	14,356	—8.8		13,086	3,123	2,505	80.2	1,193	2,399	2,400,654	1,951	111	2,400
Greene	41,048	39,405	4.2	8,721	32,327	10,571	9,070	85.8	5,146	22,292	8,242,344	8,255	1,461	838,000
Grundy	12,558	11,552	8.7		12,558	3,021	2,598	86.0	1,372	3,531	623,908	1,126	150	38,000
Hamblen	23,976	18,611	28.8	13,019	10,957	6,277	5,329	84.9	2,708	19,683	2,502,626	6,666	2,830	1,540,000
Hamilton	208,255	180,478	15.4	157,862	50,393	58,568	52,770	90.1	34,753	217,005	2,538,144	45,482	30,531	18,493,000
Hancock	9,116	11,231	—18.8		9,116	2,136	1,690	79.1	806	1,460	1,752,253	855	49	4,000
Hardeman	23,311	23,590	—1.2		23,311	5,189	4,229	81.5	1,891	8,184	4,124,978	2,719	432	184,000
Hardin	16,908	17,806	—5.0		16,903	4,434	3,742	84.4	1,859	6,780	2,400,884	2,217	827	244,000
Hawkins	30,494	28,523	6.9	2,545	27,949	7,392	6,328	85.6	3,326	9,259	3,878,066	4,082	414	201,000
Haywood	26,212	27,699	—5.4	4,711	21,501	6,314	4,837	76.6	2,022	12,541	7,945,578	3,441	316	87,000
Henderson	17,173	19,220	—10.7	3,566	13,607	4,648	3,909	84.1	2,413	8,277	3,253,115	2,700	350	72,000
Henry	23,828	25,877	—7.9	8,826	15,002	7,064	5,962	84.4	3,630	14,623	4,322,801	5,496	552	160,000
Hickman	13,353	14,873	—10.2		13,353	3,427	2,913	85.0	1,631	4,609	1,888,403	2,137	730	331,000
Houston	5,318	6,432	—17.3		5,318	1,337	1,194	89.1	764	1,390	497,510	738	168	42,000
Humphreys	11,030	12,421	—11.2		11,030	3,039	2,562	84.3	1,331	5,215	1,179,873	2,071	484	98,000
Jackson	12,348	15,082	—18.1		12,348	3,046	2,486	81.6	1,364	2,256	2,365,066	1,318	87	14,000
Jefferson	19,667	18,621	5.6	3,633	16,034	4,978	4,420	88.8	2,541	7,830	3,712,888	3,816	845	413,000
Johnson	12,278	12,998	—5.5		12,278	2,923	2,407	82.2	1,199	3,509	2,085,319	1,606	69	10,246,000
Knox	223,007	178,468	25.0	148,166	78,841	59,948	54,613	91.1	33,956	222,578	4,975,351	48,078	17,848	12,000
Lake	11,655	11,235	3.7		11,655	3,025	2,481	82.0	1,299	7,031	6,331,221	2,141	366	198,000
Lauderdale	25,047	24,461	2.4	3,318	21,729	6,524	5,350	82.0	2,700	13,699	9,062,612	3,681	186	68,000
Lawrence	28,818	28,726	0.3	5,442	23,376	7,329	6,149	83.9	3,265	14,864	4,101,195	4,918	817	265,000
Lewis	6,078	5,849	3.9		6,078	1,597	1,396	85.8	723	3,378	324,639	1,196	476	186,000
Lincoln	25,624	27,214	—5.8	5,447	20,177	6,890	5,974	86.7	3,973	14,233	7,657,841	4,157	732	302,000
Loudon	23,182	19,838	16.9	8,726	14,456	5,941	5,222	87.9	2,947	12,976	2,212,071	5,070	1,907	622,000
McMinn	32,044	30,781	4.0	11,879	20,145	8,353	7,284	87.1	4,454	18,404	2,888,654	6,424	2,317	856,000
McNairy	20,390	20,424	—0.2		20,390	5,321	4,416	83.0	2,112	8,531	3,256,774	3,029	903	313,000
Macon	13,599	14,904	—8.8		13,599	3,706	3,113	84.0	1,745	2,673	2,835,695	2,431	292	87,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

(Continued on page 182)

100% NEGRO PROGRAMMING and 100% NEGRO PERSONALITIES Land A SOLID BLOW through

MIDDLE TENNESSEE'S RADIO VOICE WITH WSOK!

Give your Middle Tennessee Sales EXTRA PUNCH by reaching ALL the Nashville Market this fall! You're making only a 70% sales effort if you're overlooking the NEGRO segment of Nashville's prospective buyers.

The only sure way of making a 100% sales effort is to include the 30% NEGRO segment through the use of NEGRO RADIO.

WSOK IS NEGRO RADIO in Middle Tennessee!

WSOK is the station that began broadcasting December 14, 1951 and ranks THIRD* in the C. E. Hooper month-by-month total rated share of audience time periods . . . January through April, 1952.

The low rates and high, consistent Hooperatings will convince you that WSOK is your best radio buy in Middle Tennessee.

Forjoe men have fact sheets on this top station and market!

* Indicating a large segment of White listeners also.

WSOK

NASHVILLE, TENN. • 1000 WATTS • 1470 KC

REPS. . . . FORJOE & COMPANY • DORA-CLAYTON (Southeast)

Two more network feeds from the South's boss salesmaker

With Quaker's "Aunt Jemima's Home Folks" to CBS and Locke Stove's "Duke of Paducah and The Opry Gang" to NBC, WSM now originates twenty-five network programs weekly.

The fact that more and more smart national advertisers keep drawing on the vast talent reservoir and equally impressive programming and production facilities of WSM, means just one thing:

Radio, WSM-style, has a freshness and an audience appeal unequaled anywhere in America . . And an ability to move merchandise which makes the South's Boss Salesmaker a must to any advertiser who wishes to sell the Central South!

Strong words, but Irving Waugh or any Petry Man can produce carefully documented evidence to back them up.

WSM *Nashville . . . 650*
Clear Channel 50,000 Watts

TENNESSEE MARKET DATA BY COUNTIES

(Continued from page 180)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payroll 1st Qtr.
Madison	60,128	54,115	11.1	33,455	26,673	16,828	14,388	85.5	8,400	49,212	7,444,541	12,538	3,578	1,782,000
Marion	20,520	19,140	7.2	2,573	17,947	4,972	4,375	88.0	2,429	9,441	834,176	3,019	863	333,000
Marshall	17,768	16,030	10.8	5,164	12,604	5,045	4,445	88.1	2,692	12,013	4,506,928	4,762	1,588	743,000
Maury	40,368	40,357		13,842	26,526	11,289	9,867	87.4	6,533	28,091	6,899,464	8,094	2,609	1,630,000
Meigs	6,080	6,393	—4.9		6,080	1,390	1,172	84.3	684	1,066	971,616	745	43	4,000
Monroe	24,513	24,275	1.0	4,199	20,314	5,839	4,899	83.9	2,527	9,397	3,144,967	3,821	543	168,000
Montgomery	44,186	33,346	32.5	16,246	27,940	10,451	8,894	85.1	4,810	25,779	5,364,208	9,564	2,067	915,000
Moore	3,948	4,093	—3.5		3,948	1,052	901	85.6	537	913	1,156,562	941		
Morgan	15,727	15,242	3.2		15,727	3,446	2,939	85.3	1,597	3,820	533,996	1,958	263	59,000
Obion	29,056	30,978	—6.2	7,665	21,391	8,584	7,553	88.0	5,319	19,619	11,148,564	6,520	1,559	599,000
Overton	17,566	18,883	—7.0		17,566	4,210	3,305	78.5	1,228	5,079	1,367,663	1,709	631	138,000
Perry	6,462	7,535	—14.2		6,462	1,695	1,456	85.9	954	1,801	903,161	847	256	49,000
Pickett	5,093	6,213	—18.0		5,093	1,190	946	79.5	459	1,008	627,676	485	132	24,000
Polk	14,074	15,473	—9.0		14,074	3,330	2,927	87.9	1,735	6,811	745,694	1,973	731	418,000
Putnam	29,869	26,250	13.8	6,924	22,945	7,667	6,410	83.6	2,765	14,224	2,236,588	5,703	1,454	456,000
Rhea	16,041	16,353	—1.9	3,191	12,850	4,070	3,553	87.3	2,025	7,763	816,184	3,513	983	338,000
Roane	31,665	27,795	13.9	13,453	18,212	7,995	6,868	85.9	3,675	16,889	1,003,164	5,635	2,553	1,054,000
Robertson	27,024	29,046	—7.0	6,506	20,518	7,441	6,273	84.3	3,925	13,628	9,029,699	4,813	539	267,000
Rutherford	40,696	33,604	21.1	13,052	27,644	10,472	8,985	85.8	4,849	25,374	6,880,052	9,650	1,038	454,000
Scott	17,362	15,966	8.7		17,362	3,905	3,233	82.8	1,474	5,726	289,447	2,079	664	225,000
Sequatchie	5,685	5,038	12.8		5,685	1,318	1,110	84.2	514	1,814	448,485	1,093	75	15,000
Sevier	23,375	23,291	0.4		23,375	5,732	4,809	83.9	2,398	11,289	2,877,150	4,014	248	82,000
Shelby	482,393	358,250	34.7	410,730	71,663	133,504	115,748	86.7	65,665	569,760	11,852,055	111,516	38,853	25,047,000
Smith	14,098	16,148	—12.7		14,098	3,977	3,444	86.6	2,259	5,673	4,703,274	2,945	60	21,000
Stewart	9,175	13,549	—32.3		9,175	2,347	2,033	86.6	1,522	2,655	1,508,220	1,335	52	7,000
Sullivan	95,063	69,085	37.6	49,815	45,248	24,626	22,459	91.2	11,750	76,700	3,907,504	23,169	16,980	14,543,000
Sumner	33,533	32,719	2.5	5,107	28,426	9,199	7,874	85.6	4,485	13,955	7,713,010	7,137	1,785	824,000
Tipton	29,782	28,036	6.2	4,379	25,403	7,406	6,073	82.0	3,009	16,013	9,214,120	4,785	371	168,000
Trousdale	5,520	6,113	—9.7		5,520	1,488	1,299	87.3	907	2,493	1,720,508	1,407	16	4,000
Unicoi	15,886	14,128	12.4	6,260	9,626	3,932	3,405	86.6	1,729	7,404	457,504	2,535	1,416	765,000
Union	8,670	9,030	—4.0		8,670	2,087	1,695	81.2	778	1,204	1,115,206	1,683	28	6,000
Van Buren	3,985	4,090	—2.6		3,985	919	763	83.0	379	643	311,391	379	1,688	678,000
Warren	22,271	19,764	12.7	7,577	14,964	6,128	5,160	84.2	2,540	13,285	2,580,980	4,249	2,980	1,507,000
Washington	59,971	51,631	16.2	27,864	32,107	14,986	13,293	88.7	8,032	50,460	4,833,341	13,044	574	239,000
Wayne	13,864	13,638	1.7		13,864	3,352	2,755	82.2	1,230	4,737	1,304,036	1,565	1,071	365,000
Weakley	27,962	29,498	—5.2	4,203	23,759	8,332	7,116	85.4	4,306	13,218	7,045,849	6,232	327	114,000
White	16,204	15,983	1.4	4,299	11,905	4,244	3,480	82.0	1,568	7,009	2,139,054	2,627	352	146,000
Williamson	24,307	25,220	—3.6	5,475	18,832	6,246	5,340	85.5	3,374	11,390	6,530,207	4,947	874	358,000
Wilson	26,318	25,267	4.2	7,913	18,405	7,444	6,417	86.2	3,889	15,494	6,207,613	5,441	1,585	502,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

TEXAS

SPOT RATE FINDER

ABILENE, 45,570 pop.; 13,627 homes; 93.2% radio; 12,700 radio homes; Taylor Co.; TV alloc.: Chans. 9, 33.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D		8.25	13.00	24.00	36.00	60.00
N		8.25	13.00	24.00	36.00	60.00

KRBC, 5kw-D, 1kw-N, 1470kc, ABC, Pearson, Conlan

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KWKC, 250w, 1340kc, MBS, Taylor, Conlan

D		6.50	12.00	20.00	30.00	50.00
N		6.50	12.00	20.00	30.00	50.00

ALICE, 16,449 pop.; 4,152 homes; 80.5% radio; 3,342 radio homes; Jim Wells Co.; TV alloc.: Chan. 34.

KBKI, 1kw, 1070kc, MBS

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	30.00	36.00	60.00

ALPINE, 5,261 pop.; Brewster Co.; TV alloc.: Chan. 12.

KVLF, 250w, 1240kc, Best

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

AMARILLO, 74,246 pop.; 23,231 homes; 95.9% radio; 22,278 radio homes; Potter, Randall Cos.; TV alloc.: Chans. *2, 4, 7, 10.

4 AM affiliates, average 1-time rates

D	10.50	11.67	18.75	29.50	43.75	76.75
N	17.00	18.33	29.00	47.50	75.00	125.00

KAMQ, 1kw-D, 500w-N, 1010kc, MBS, Forjoe

D	9.00	10.00	20.00	30.00	50.00	80.00
N	9.00	10.00	20.00	30.00	50.00	80.00

KFDA, 5kw-D, 1kw-N, 1440kc, ABC, SAMS, Branham

D	10.00	10.00	18.00	28.00	45.00	75.00
N	15.00	15.00	22.00	40.00	70.00	120.00

KFDA-FM, Chan. 262, 100.3mc, 3.4kw, Bonus

KGNC, 10kw, 710kc, NBC, Taylor

D	15.00	15.00	25.00	40.00	60.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

KLYN, 1kw, 940kc, CBS, Blair

D	8.00		12.00	20.00	30.00	50.00
N	14.00		24.00	40.00	60.00	100.00

ATHENS, 5,194 pop.; Henderson Co.; TV alloc.: Chan. 25.

KBUD, 250w-D, 1410kc

D	3.50	4.00	6.00	12.50	20.00	35.00

ATLANTA, 3,782 pop.; Cass Co.

KALT, 1kw-D, 900kc, Best

D			7.75	12.00	21.00	35.00

AUSTIN, 132,459 pop.; 35,538 homes; 89.6% radio; 31,842 radio homes; Travis Co.; TV alloc.: Chans. 7 (KTBC-TV, Texas Bcstg. Co. grant), 18, (Capital City Television Co. grant), 24, *30.

Note: All rates one-time. **Population,** home and radio home figures given for cities over 10,000. Sources: See foreword.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.75	7.50	13.00	23.33	36.00	56.67
N	11.17	12.67	24.67	43.33	65.00	108.33

KNOW, 250w, 1490kc, ABC, Pearson, Conlan

D	5.25	6.00	12.00	20.00	30.00	40.00
N	9.00	10.50	20.00	32.00	48.00	80.00

KTBC, 5kw-D, 1kw-N, 590kc, CBS, Taylor

D	9.00	9.00	15.00	26.00	42.00	70.00
N	13.50	13.50	30.00	50.00	75.00	125.00

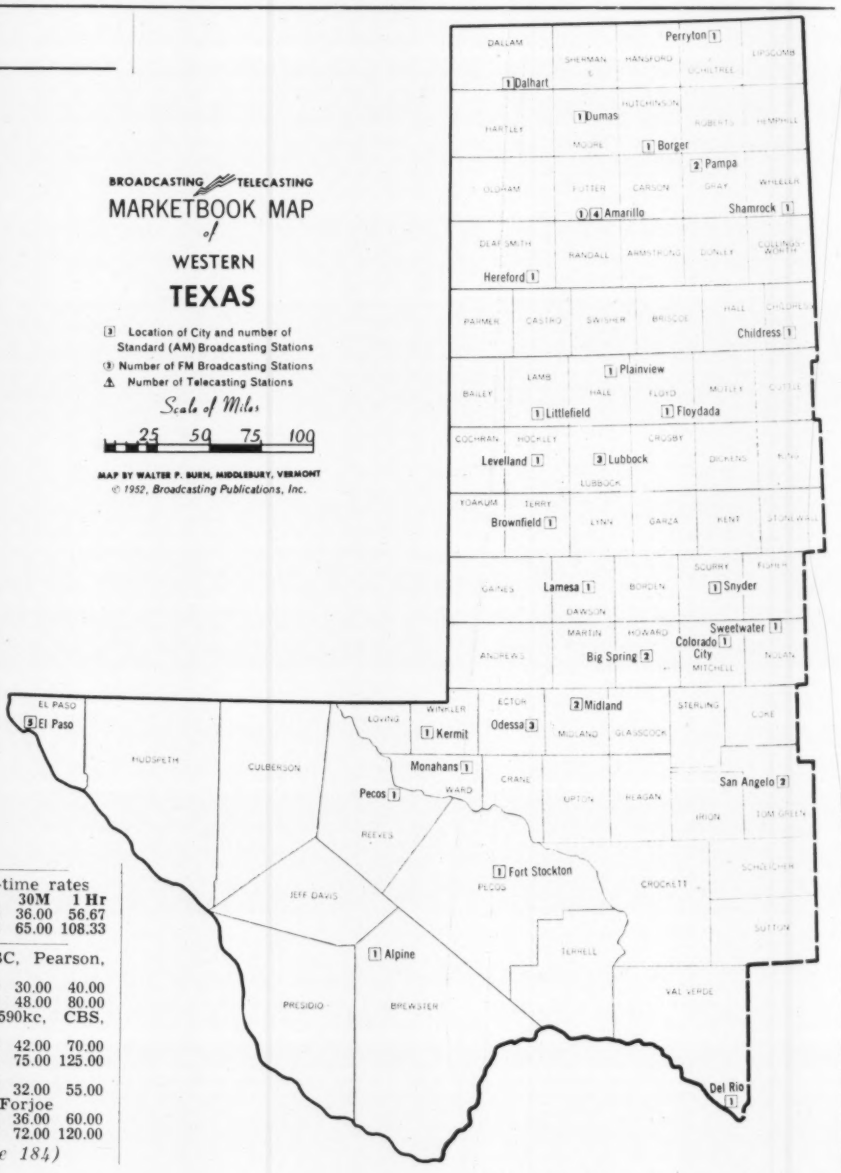
KTXN, 1kw-D, 1370kc

D	5.75	6.50	10.00	22.00	32.00	55.00

KVET, 1kw, 1300kc, MBS, Forjoe

D	6.00	7.50	12.00	24.00	36.00	60.00
N	11.00	14.00	24.00	48.00	72.00	120.00

(Continued on page 184)



WE BIT THE DUST

without tasting defeat

ONCE upon a time, back in Texas' Dirty Thirties, when even the cattle mooed indigo, a stranger stopped at a gasoline station in Dust Bowl country. While the old attendant filled 'er up the stranger commented about a cloud on the horizon which any native could have identified as dust. "Looks like rain," he said. "Hope you're right," replied the Texan. "Don't care so much for myself as for my 19-year-old daughter. I've seen rain."

Things are different now. Diversification, irrigation, mechanization and improved farming methods have added new stamina to the land. The spot once labeled *dust bowl!* (folks still tell the story of a prairie dog caught digging a hole 500 feet above ground), is now a major production center for the food you eat and the clothes you wear. Farmers in the Texas Panhandle-South Plains region irrigate more than 5 million acres with approximately 17,000 shallow wells. The 1951 total gross cash farm income for the 78 counties in KGNC's 5-state listening area amounted to $925,592,000—more than the total cash farm income for 36 of the 48 states.

KGNC reaches farmers and ranchers with programs specifically prepared for them. Of the sixteen persons featured between 5:30 and 7:30 a.m., fourteen have farm or ranch background and know what they're talking about. The other two are newsmen. They've seen rain.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

TEXAS

SPOT RATE FINDER

(Continued from page 182)

BALLINGER, 5,302 pop.; Runnels Co.; TV alloc.: Chan. 25.
KRUN, 250w, 1400kc, KBS, Best

	SB	1M	5M	15M	30M	1 Hr
D		7.50	10.00	15.00	27.00	45.00
N		7.50	10.00	15.00	27.00	45.00

BAY CITY, 9,427 pop.; Matagorda Co.; TV alloc.: Chan. 33.
KIOX, 1kw, 1270kc, MBS, KBS

D		5.50	8.00	18.00	30.00	50.00
N		5.50	8.00	18.00	30.00	50.00

BAYTOWN, 22,983 pop.; 6,967 homes; 94.2% radio; 6,562 radio homes; Harris Co.

2 AM non-affiliates, average 1-time rates

D	4.75	5.70	11.40	22.80	33.25	57.00

KRCT, 250w-D, 650kc, KBS

D	5.00	6.00	12.00	24.00	35.00	60.00

KREL, 1kw, 1360kc, Conlan

D	4.50	5.40	10.80	21.60	31.50	54.00
N	6.00	7.50	13.00	26.00	39.00	65.00

KREL-FM, Chan. 221, 92.1mc, 250w, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

BEAUMONT, 94,014 pop.; 27,836 homes; 88.8% radio; 24,718 radio homes; Jefferson Co.; TV alloc. (Beaumont-Port Arthur): Chans. 4, 6, 31, *37.

3 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	4.63	6.92	11.67	18.67	30.67	47.50
N	6.00	9.75	15.00	25.00	40.00	62.50

KFDM, 5kw, 550kc, ABC, Free & Peters, Hooper, BMB

D	10.00	12.50	22.50	34.00	51.00	85.00
N	20.00	25.00	45.00	68.00	102.00	170.00

KPBX, 1kw-D, 1380kc, Forjoe

D	4.25	6.75	11.00	18.00	30.00	

KRIC, 250w, 1450kc, Branham

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	7.00	10.00	20.00	30.00	50.00

KRIC-FM, Chan. 258, 99.5mc, 4.5kw, Bonus
KTRM, 1kw, 990kc, Young

D		8.00	15.00	20.00	35.00	50.00
N		12.50	20.00	30.00	50.00	75.00

BEEVILLE, 9,348 pop.; Bee Co.; TV alloc.: Chan. 38.
KIBL, 250w, 1490kc

D	3.83	5.10	10.20	16.32	24.48	40.40
N	3.83	5.10	10.20	16.32	24.48	40.40

BELTON, 6,246 pop.; Bell Co.

BIG SPRING, 17,286 pop.; 5,171 homes; 90.0% radio; 4,653 radio homes; Howard Co.; TV alloc.: Chan. 4.

2 AM affiliates, average 1-time rates

D	4.25	5.13	8.00	16.00	24.00	40.00
N	4.25	5.13	8.00	16.00	24.00	40.00

KBST, 250w, 1490kc, ABC, Pearson, BMB, Conlan

D	5.00	5.00	9.00	18.00	27.00	45.00
N	5.00	5.00	9.00	18.00	27.00	45.00

KTXC, 100w, 1400kc, MBS, Best

D	3.50	5.25	7.00	14.00	21.00	35.00
N	3.50	5.25	7.00	14.00	21.00	35.00

BONHAM, 7,049 pop.; Fannin Co.; TV alloc.: Chan. 43.
KFYN, 250w-D, 1420kc

D		3.90	6.50	14.30	21.45	35.75

BORGER, 18,059 pop.; 5,495 homes; 93.7% radio; 5,149 radio homes; Hutchinson Co.; TV alloc.: Chan. 33.
KHUZ, 250w, 1490kc, MBS

D	2.50	4.00	10.00	15.00	25.00	40.00
N	3.50	5.00	12.00	18.00	27.00	48.00

BRADY, 5,944 pop.; McCulloch Co.; TV alloc.: Chan. 15.
KNEL, 250w, 1490kc

D	3.00	3.00	6.00	15.00	25.00	50.00
N	3.00	3.00	6.00	15.00	25.00	50.00

BRECKENRIDGE, 6,610 pop.; Stephens Co.; TV alloc.: Chan. 14.
KSTB, 1kw-D, 1430kc, Melville

D		5.00	14.00	23.00	34.50	57.50

MARKET INDICATORS FOR TEXAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	7,711,194	'50	6,414,824	'40
Urban Population	4,838,060	'50	(1) 2,911,389	'40
Rural Population	2,873,134	'50	(1) 3,503,435	'40
Total Homes	2,190,385	'50	1,678,396	'40
Percentage Radio	88.5%	'50	66.9%	'40
Radio Homes	1,950,431	'50	1,090,206	'40
Retail Sales	$8,225,742,000	'51	$6,485,971,000	'48
Automobiles	3,157,009	'51	2,968,143	'50
Telephones	2,045,500	'52	984,300	'45
New Construction	$2,120,600,000	'51	$ 421,000,000	'40
Internal Revenue Collections	$1,679,345,003	'51	$1,290,622,384	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

BRENHAM, 6,941 pop.; Washington Co.; TV alloc.: Chan. 52.
KWHI, 1kw-D, 1280kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.20	5.00	15.00	25.20	42.00	70.00

BROWNFIELD, 6,161 pop.; Terry Co.; TV alloc.: Chan. 15.
KTFY, 1kw-D, 1300kc, KBS

D	6.00	6.00	9.00	18.00	33.00	60.00

BROWNSVILLE, 36,066 pop.; 8,877 homes; 73.7% radio; 6,542 radio homes; Cameron Co.; TV alloc.: Chan. 36; (Other asgmts., Brownsville-Harlingen-Weslaco, Chans. 4, 5), (also XELD-TV, Matamoros, Mex., Chan. 7).
KBOR, 1kw, 1600kc, Best

D	6.50	8.50	12.50	25.00	37.50	62.00
N	11.00	13.75	22.00	44.00	66.00	110.00

KVAL, 250w, 1490kc, ABC, Free & Peters

D	6.50	8.50	12.50	25.00	37.50	62.00
N	11.00	13.75	22.00	44.00	66.00	110.00

XELD-TV, Chan. 7, 1.4kw-aur.; 3kw-vis.: ABC, CBS, NBC

D	17.50	37.50	50.00	75.00	125.00
N	35.00	75.00	100.00	150.00	250.00

(Studio and transmitter location is in Matamoras, Mexico)

BROWNWOOD, 20,181 pop.; 6,465 homes; 89.2% radio; 5,767 radio homes; Brown Co.; TV alloc.: Chan. 19.
KBWD, 1kw-D, 500w-N, 1380kc, MBS, KBS, Pearson

D	6.25	9.00	18.00	27.00	43.00	
N	10.00	13.50	20.00	38.50	65.00	

BRYAN, 18,102 pop.; 5,607 homes; 84.7% radio; 4,749 radio homes; Brazos Co.; TV alloc.: Chan. 54.
KORA, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.60	6.00	8.65	14.40	24.00	40.00
N	4.50	7.50	10.80	18.00	30.00	50.00

CENTER, 4,323 pop.; Shelby Co.
KDET, 1kw-D, 930kc, Best

D	6.00	6.00	12.00	24.00	36.00	60.00

CHILDRESS, 7,619 pop.; Childress Co.; TV alloc.: Chan. 40.
KCTX, 250w-D, 1510kc, MBS, Best

D	2.50	3.50	7.00	14.00	21.00	35.00

CLARKSVILLE, 4,353 pop.; Red River Co.
KCAR, 500w-D, 1350kc (CP)

D		3.60	6.00	8.65	14.40	24.00	40.00
N		4.50	7.50	10.80	18.00	30.00	50.00

CLEBURNE, 12,905 pop.; 4,261 homes; 89.2% radio; 3,801 radio homes; Johnson Co.; TV alloc.: Chan. 57.
KCLE, 250w-D, 1120kc

D	4.00	6.00	10.00	15.00	25.00	40.00

KCLE-FM, Chan. 232, 94.3mc, 330w

N	2.00	3.00	5.00	7.50	12.50	20.00

COLEMAN, 6,530 pop.; Coleman Co.; TV alloc.: Chan. 21.
KSTA, 250w-D, 1000kc, KBS, Melville

D		5.00	9.00	18.00	30.00	50.00

COLLEGE STATION, 7,925 pop.; Brazos Co.; TV alloc.: Chans. *3, 48.
WTAW, 1kw-D, 1150kc

D	3.75	5.00	10.00	18.00	25.00	40.00

COLORADO CITY, 6,774 pop.; Mitchell Co.
KVMC, 500w-D, 1320kc

D	3.75	4.75	6.75	14.25	24.00	45.00

(Continued on page 186)

Hit Three Great Markets with One Effort

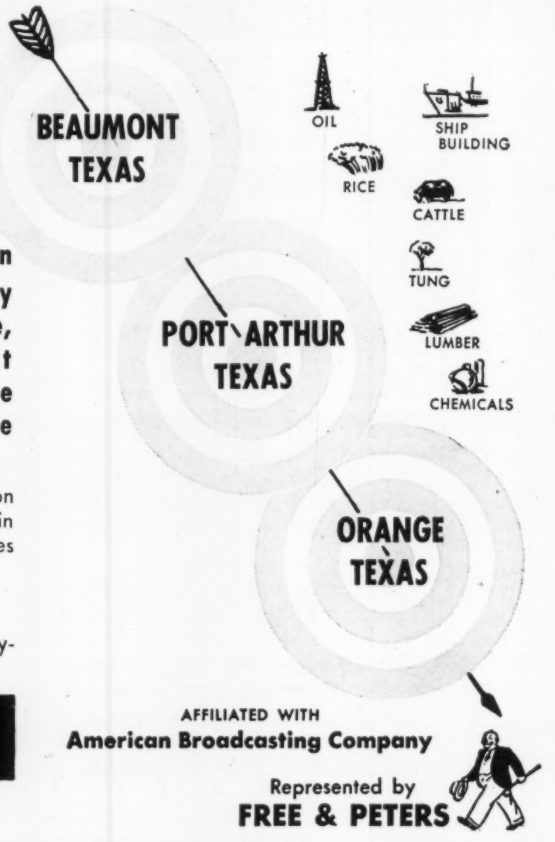
KFDM
BEAUMONT, TEXAS

. . . ONE station delivering a 3-city market — Orange, Beaumont, Port Arthur — plus the fabulous Sabine area.

★ 886,900 — combined population including 12 counties in Texas and 12 parishes in Louisiana
★ 243,000 — Radio Families
★ $705,076,000 — Retail Sales
★ 916,671,000 — Net Effective Buying Income

5000 watts • 560 kilocycles

Sources: 1952-53 Consumer Markets and 1952 Survey of Buying Power



AFFILIATED WITH
American Broadcasting Company

Represented by
FREE & PETERS

T-Q-N

Gives 91.3%* coverage of Texas Radio Homes

. . . plus Oklahoma, Arkansas, New Mexico and Louisiana . . .

Bigger, Better Buy than ever!

TEXAS QUALITY NETWORK

NBC affiliated stations

A Market of over two million families, with over $7,600,000,000 in retail sales, over $9,700,000,000 in effective buying income—and growing every day. In the booming Southwest business is good!

Coverage that blankets Texas...gives the most economical coverage possible! Reaching over 1,500,000 families daytime —over 2,000,000 families nighttime—TQN delivers most listeners for fewest dollars.

BASIC

WFAA	WBAP	KPRC	WOAI
820 Dallas	820 Ft. Worth	950 Houston	1200 San Antonio

SUPPLEMENTARY

KRGV	KGNC	KRIS
Weslaco	Amarillo	Corpus Christi

*Based on BMB for Counties with 50% - 100% evening coverage.

Contact any TQN station or their representative for availabilities.

TEXAS

SPOT RATE FINDER

(Continued from page 184)

CONROE, 7,298 pop.; Montgomery Co.; TV alloc.: Chan. 20.

KMCO, 500w-D, 900kc

	SB	1M	5M	15M	30M	1 Hr
D	2.50	4.00	7.50	15.00	25.00	40.00

CORPUS CHRISTI, 108,287 pop.; 30,469 homes; 86.1% radio; 26,234 radio homes; Nueces Co.; TV alloc.: Chans. 6, 10, *16, 22.

4 AM affiliates, average 1-time rates

D	6.48	7.53	12.13	22.69	34.88	58.00
N	10.85	11.95	21.40	41.00	61.00	100.00

KEYS, 1kw-D, 500w-N, 1140kc, CBS, Taylor, Hooper

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	12.40	24.00	48.00	72.00	120.00

KRIS, 1kw, 1360kc, NBC, Free & Peters

D	7.00	9.00	14.50	28.75	43.50	72.00
N	13.50	16.50	28.00	56.00	84.00	140.00

KSIX, 250w, 1230kc, ABC, Forjoe

D	7.00	7.00	10.00	18.00	30.00	50.00
N	10.00	10.00	18.00	30.00	48.00	80.00

KUNO, 250w, 1400kc, MBS, Everett-McKinney, O'Connell

D	5.90	6.90	12.00	20.00	30.00	50.00
N	7.90	8.90	15.60	30.00	40.00	60.00

KWBU, 50kw-D, 1030kc, Branham, Hooper

D	15.00	15.00	25.00	50.00	75.00	125.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

CORSICANA, 19,211 pop.; 6,101 homes; 86.0% radio; 5,247 radio homes; Navarro Co.; TV alloc.: Chan. 47.

KAND, 250w, 1340kc, Branham

	SB	1M	5M	15M	30M	1 Hr
D		3.50	7.50	15.00	22.00	36.00

CROCKETT, 5,932 pop.; Houston Co.; TV alloc.: Chan. 56.

KIVY, 250w-D, 1570kc

D	1.90	2.50	4.25	7.80	15.00	30.00

CRYSTAL CITY, 7,198 pop.; Zavala Co.; TV alloc.: Chan. 28.

KWTN, 250w, 1240kc, MBS

D	3.74	4.89	11.50	20.00	30.00	50.00
N	3.74	4.89	11.50	20.00	30.00	50.00

CUERO, 7,498 pop.; De Witt Co.; TV alloc.: Chan. 25.

KCFH, 500w-D, 1600kc, Biddick, Best

D	3.83	5.10	8.50	13.60	20.40	34.00

DALHART, 5,918 pop.; Dallam, Hartley Cos.; TV alloc.: Chan. 16.

KXIT, 500w-D, 1410kc, KBS, Best

D	2.75	3.30	7.50	15.00	27.00	45.00

DALLAS, 434,462 pop.; 135,130 homes; 93.3% radio; 126,076 radio homes; Dallas Co.; TV alloc.: Chans. 4 (KRLD-TV), 8 (WFAA-TV), *13, 23, 29, 73.

4 AM affiliates, average 1-time rates

D	10.42	27.33	28.13	55.38	84.50	132.00
N	16.67	44.67	50.00	99.50	151.00	250.00

3 AM non-affiliates, average 1-time rates

D	8.67	10.50	23.50	38.00	58.33	112.50
N	9.00	9.00	18.00	36.00	54.00	90.00

KACE, 10kw-D, 5kw-N, 740kc (CP)

KIXL, 1kw-D, 1040kc

D	12.00	15.00	40.50	54.00	81.00	135.00

KIXL-FM, Chan. 283, 104.5mc, 34kw, (Rates on request)

KLIF, 5kw-D, 1kw-N, 1190kc, Pearson

D	9.00	9.00	18.00	36.00	54.00	90.00
N	9.00	9.00	18.00	36.00	54.00	90.00

KRLD, 50kw, 1080kc, CBS, Branham

D			45.00	90.00	135.00	225.00
N			90.00	180.00	270.00	450.00

KRLD-FM, Chan. 223, 92.5mc, 46kw, Bonus

KRLD-TV, Chan. 4, 13.6kw-aur.; 27.3kw-vis.; CBS, Branham

	SB	1M	5M	15M	30M	1 Hr
D		40.00	60.00	80.00	120.00	200.00
N		100.00	150.00	200.00	300.00	500.00

KSKY, 1kw-D, 660kc

D	5.00	7.50	12.00	24.00	40.00	

WFAA, 5kw, 570kc, ABC, Petry

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

WFAA, 50kw, 820kc, NBC, Petry

D	38.00	50.00	75.00	120.00	180.00	300.00
N	60.00	80.00	125.00	200.00	300.00	500.00

WFAA-TV, Chan. 8, 13.5kw-aur.; 27.1kw-vis.; NBC, ABC, DuMont, Petry

D	52.00	64.00	96.00	160.00	
N	120.00	160.00	240.00	400.00	

WRR, 5kw, 1310kc, MBS, Blair

D	12.00	14.00	27.00	54.00	81.00	135.00
N	14.00	18.00	40.00	80.00	120.00	200.00

WRR-FM, Chan. 266, 101.1mc, 68kw, Bonus

DEL RIO, 14,211 pop.; 3,545 homes; 76.6% radio; 2,715 radio homes; Val Verde Co.; TV alloc.: Chan. 16.

KDLK, 250w, 1230kc

D	3.20	6.00	13.00	20.00	34.00
N	3.20	6.00	13.00	20.00	34.00

DENISON, 17,504 pop.; 5,791 homes; 90.8% radio; 5,258 radio homes; Grayson Co.; TV alloc.: Chan. 52.

KDSX, 500w, 950kc, Conlan, Rambeau

D	5.00	5.00	8.00	16.00	24.00	40.00
N	5.00	5.00	8.00	16.00	24.00	40.00

DENTON, 21,372 pop.; 5,332 homes; 92.9% radio; 4,953 radio homes; Denton Co.; TV alloc.: Chans. *2, 17.

KDNT, 250w, 1450kc, Best

D	4.00	6.00	10.00	15.00	25.00	40.00
N	4.00	6.00	10.00	15.00	25.00	40.00

KDNT-FM, Chan. 291, 106.3mc, 1kw, Bonus

DUMAS, 6,127 pop.; Moore Co.

KDDD, 250w-D, 800kc

D	3.00	4.00	10.00	15.00	25.00	40.00

EAGLE PASS, 7,276 pop.; Maverick Co., TV alloc.: Chan. 26.

EDINBURG: 12,383 pop.; 3,031 homes; 72.3% radio; 2,191 radio homes; Hidalgo Co.; TV alloc.: Chan. 26.

KURV, 250w-D, 710kc

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	20.00	30.00	50.00

KURV-FM, Chan. 285, 104.9mc, 1kw, Bonus

EL CAMPO, 6,237 pop.; Wharton Co.; TV alloc.: Chan. 27.

KULP, 500w-D, 1390kc

D	7.00	7.00	10.00	20.00	30.00	50.00

ELECTRA, 4,970 pop.; Wichita Co.

KELT, 250w-D, 1050kc

D	2.65	4.10	7.95	15.90	23.85	37.25

EL PASO, 130,485 pop.; 34,388 homes; 88.6% radio; 30,468 radio homes; El Paso Co.; TV alloc.: Chans. 4, *7, 9, 13, 20, 26.

4 AM affiliates, average 1-time rates

D	9.13	9.13	13.60	24.00	36.63	63.13
N	13.75	12.75	22.25	39.50	62.25	103.75

KELP, 1kw-D, 920kc, Pearson

D	8.00	8.00	11.00	25.00	40.00	60.00

KEPO, 10kw, 690kc, ABC, Blair

D	10.00	10.00	14.40	24.00	36.00	60.00
N	14.00	14.00	24.00	40.00	60.00	100.00

KROD, 5kw, 600kc, CBS, Taylor

D	12.00	12.00	20.00	32.00	48.00	80.00
N	18.00	18.00	30.00	48.00	72.00	120.00

KSET, 250w, 1340kc, MBS, McGillvra

D	4.50	4.50	7.50	15.00	22.50	37.50
N	9.00	9.00	15.00	30.00	45.00	75.00

KTSM, 1kw-D, 500w-N, 1380kc, NBC, Hollingbery

D	10.00	10.00	12.50	25.00	40.00	75.00
N	14.00	14.00	20.00	40.00	72.00	120.00

FLOYDADA, 3,210 pop.; Floyd Co.

KFLD, 250w-D, 900kc, Continental

D	4.50	4.50	9.00	18.00	25.00	40.00

FORT STOCKTON, 4,444 pop.; Pecos Co.; TV alloc.: Chan. 22.

KFST, 250w-D, 860kc (CP)

(Continued on page 188)

CORPUS CHRISTI

One of America's 100 Top Cities

When the 1950 census shoved us into the "over 100,000" class, Corpus Christi also became one of America's 100 top cities. Oil, gas and refining . . . manufacturing, transportation and tourists . . . cotton, grain and cattle . . . add up to a wonderful future. Write us for the Federal Reserve Bank's economic survey of Corpus Christi that's full of facts about this fabulous market. And ask the Free & Peters man for a peek at the new Pulse that shows KRIS is now, more than ever, Corpus Christi's No. 1 station.

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For economical mass coverage of the richest, biggest market in the Southwest there's no substitute for WFAA! With two stations, each tailored program-wise, you can select or combine the WFAA frequency you need to reach a specific audience. WFAA-570 emphasizes news, music and special events. Big, clear channel WFAA-820 uses a programming measuring rod that has been a success for thirty years – strong mass appeal.
Here is the great Southwest . . . wide open for your sales message.
You can reach it . . . you can SELL IT . . . with the
double impact of WFAA-820 and WFAA-570!

2 GREAT STATIONS covering THE RICH Southwest!

.5 MV/M Primary Area	WFAA-820	WFAA-570
Square Miles	116,000	95,214
Radio Homes	1,143,500	964,000
Population	4,508,906	3,829,547
Families	1,374,422	1,148,449
Retail Sales	$4,486,037,240	$3,817,735,610
Effective Buying Income	$5,401,326,660	$5,081,706,385
Buying Income per Family	$3,930	$4,425

SOURCE: SALES MANAGEMENT, MAY 10, 1952

WFAA 820 DALLAS our 30th year

NBC - ABC - TQN Affiliates

50 KW **WFAA-820** D A L

5 KW **WFAA-570** L A S

Radio Service of The Dallas Morning News

Alex Keese, Station Mgr.
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Paul Berlin's "DINNER DATE"

5:30-5:45 PM Segment—Mon.-Fri. 3.1

Net. Sta. "A" (Ranking 2nd) 2.9

Biff Collie's "COLLIE'S CORRAL"

12:45-1:00 PM Segment—Mon.-Sat. 2.5

Net. Sta. "C" (Ranking 2nd) 2.0

* April, 1952 Hooper

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HOUSTON, TEXAS

K-NUZ

HOUSTON'S LEADING INDEPENDENT

TEXAS

SPOT RATE FINDER

(Continued from page 186)

FORT WORTH, 278,778 pop.; 85,543 homes; 92.8% radio; 79,384 radio homes; Tarrant Co.; TV alloc.: Chans. 5 (WBAP-TV), 10, 20, *26.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	18.50	23.67	38.67	65.33	98.00	163.33
N	34.67	44.67	76.17	125.33	188.00	313.33

4 AM non-affiliates, average 1-time rates

D	5.85	7.53	15.00	32.20	48.30	80.50
N	6.30	7.45	16.00	32.00	48.00	80.00

KCNC, 250w-D, 870kc

D	6.40	8.00	15.00	32.00	48.00	80.00

KCUL, 5kw-D, 1kw-N, 1540kc

D	4.15	5.75	11.00	28.80	43.20	72.00
N	5.60	7.90	18.00	36.00	54.00	90.00

KFJZ, 5kw, 1270kc, MBS, Blair, Hooper

D	9.00	12.00	24.00	48.00	72.00	120.00
N	14.00	18.00	40.00	80.00	120.00	200.00

KWBC, 1kw-D, 970kc, Rambeau

D		9.35	20.00	40.00	60.00	100.00

KXOL, 1kw, 1360kc, Pearson

D	7.00	7.00	14.00	28.00	42.00	70.00
N	7.00	7.00	14.00	28.00	42.00	70.00

Combination rates with KLIF Dallas, & KLBS Houston, Tex.

WBAP, 50kw, 820kc, NBC, Free & Peters

D	33.00	41.00	67.00	100.00	150.00	250.00
N	63.00	80.00	133.50	200.00	300.00	500.00

WBAP, 5kw, 570kc, ABC, Free & Peters

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

WBAP-FM, Chan. 263, 100.5mc, 50kw, Free & Peters, Bonus

WBAP-TV, Chan. 5, 8.2kw-aur.; 16.4kw-vis.; ABC, NBC, Free & Peters

D	25.00	50.00	62.50	100.00	150.00	250.00
N	50.00	100.00	125.00	200.00	300.00	500.00

FREDERICKSBURG, 3,854 pop.; Gillespie Co.

KNAF, 250w, 1340kc, MBS

D	2.60	3.90	9.35	14.45	23.40	39.00
N	2.60	3.90	9.35	14.45	23.40	39.00

GAINESVILLE, 11,246 pop.; 3,699 homes; 89.2% radio; 3,300 radio homes; Cooke Co.; TV alloc.: Chan. 49.

KGAF, 250w-D, 1580kc, BMB

D	4.50	6.25	9.00	14.00	27.00	50.00

GALVESTON, 66,568 pop.; 19,697 homes; 92.6% radio; 18,239 radio homes; Galveston Co.; TV alloc.: Chans. 11, 35, 41, *47.

2 AM non-affiliates, average 1-time rates

D	5.00	5.00	8.00	16.00	24.00	40.00
N	7.25	7.25	12.50	25.00	37.50	65.00

KGBC, 1kw-D, 250w-N, 1540kc, Pearson, Conlan

D	5.00	5.00	8.00	16.00	24.00
N	6.00	6.00	12.00	24.00	36.00

KLUF, 250w, 1400kc, Rambeau

D	5.00	5.00	8.00	16.00	24.00	40.00
N	8.50	8.50	13.00	26.00	39.00	65.00

KLUF-FM, Chan. 259, 98.7mc, 9.5kw, Bonus

GLADEWATER, 5,305 pop.; Glade, Upshur Cos.

KSIJ, 1kw-D, 1430kc

D		4.50	8.00	20.00	27.50	42.50

GONZALES, 5,659 pop.; Gonzales Co.; TV alloc.: Chan. 64.

KCTI, 250w, 1450kc, KBS, Grant, Cooke, SAMS

D	1.90	3.15	4.35	8.95	15.00	24.80
N	1.90	3.15	4.35	8.95	15.00	24.80

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

GRAHAM, 6,742 pop.; Young Co.

KSWA, 500w-D, 1330kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	7.00	14.00	20.00	34.00

GREENVILLE, 14,727 pop.; 4,813 homes; 90.7% radio; 4,365 radio homes; Hunt Co.; TV alloc.: Chan. 62.

KGVL, 250w, 1400kc, MBS, Pearson

D	3.50	4.50	9.00	18.00	27.00	45.00
N	3.50	4.50	9.00	18.00	27.00	45.00

HAMILTON, 3,077 pop.; Hamilton Co.

KCLW, 250w-D, 900kc

D	2.10	3.25	7.50	10.80	20.00	35.00

HARLINGEN, 23,229 pop.; 6,350 homes; 82.6% radio; 5,245 radio homes; Cameron Co.; TV alloc.: (see Brownsville-Harlingen-Weslaco).

2 AM affiliates, average 1-time rates

D	4.00	7.20	12.50	20.00	30.00	50.00
N	6.00	12.00	21.25	34.00	51.00	85.00

KGBS, 250w, 1240kc, CBS, Pearson, Hooper, Conlan

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	10.00	15.00	24.00	36.00	60.00

KSOX, 50kw-D, 10kw-N, 1530kc, MBS, Avery-Knodel

D		8.40	15.00	24.00	36.00	60.00
N		14.00	27.50	44.00	66.00	110.00

HEBBRONVILLE, 4,302 pop.; Jim Hogg Co.; TV alloc.: Chan. 58.

HENDERSON, 6,833 pop.; Rusk Co.; TV alloc.: Chan. 42.

KGRI, 250w-D, 1000kc, Best

D		5.00	10.00	22.50	37.50	60.00

HEREFORD, 5,207 pop.; Deaf Smith Co.; TV alloc.: Chan. 19.

KPAN, 250w-D, 860kc, Best

D		6.00	9.00	15.00	25.00	45.00

HILLSBORO, 8,363 pop.; Hill Co.; TV alloc.: Chan. 63.

KHBR, 250w-D, 1560kc, Best, Milville

D	5.50	5.50	13.75	22.00	33.00	55.00

HOUSTON, 596,163 pop.; 180,676 homes; 92.8% radio; 167,667 radio homes; Harris Co.; TV alloc.: Chans. 2 (KPRC-TV), *8, 13, 23, 29, 39.

4 AM affiliates, average 1-time rates

D	21.33	22.25	36.75	57.45	97.50	162.50
N	36.67	37.88	65.75	107.00	175.50	292.50

4 AM non-affiliates, average 1-time rates

D	6.09	10.25	18.36	33.04	51.22	85.58
N	9.63	14.21	24.67	42.40	66.50	110.83

KATL, 5kw, 1590kc, McGillvra

D	5.64	9.40	15.66	26.10	43.50	72.50
N	11.27	18.79	31.32	52.20	87.00	145.00

KCOH, 1kw-D, 1430kc, Nat'l Time Sales

D	4.62	9.90	16.57	30.08	47.40	79.80

KLBS, 5kw, 610kc, Young

D		11.00	22.00	44.00	66.00	110.00
N		11.00	22.00	44.00	66.00	110.00

KNUZ, 250w, 1230kc, Forjoe, Hooper, Pulse

D	8.00	11.60	19.20	32.00	48.00	80.00
N	8.00	11.60	19.20	32.00	48.00	80.00

KPRC, 5kw, 950kc, NBC, Petry

D	24.00	24.00	45.00	64.80	108.00	180.00
N	40.00	40.00	75.00	108.00	180.00	300.00

KPRC-FM, Chan. 275, 102.9mc, 57kw

KPRC-TV, Chan. 2, 7.5kw-aur.; 15kw-vis.; Petry

D	60.00	90.00	120.00	180.00	300.00
N	120.00	180.00	240.00	360.00	600.00

KTHT, 5kw, 790kc, MBS, H-R Reps., Pulse, Conlan

D		15.00	24.00	42.00	72.00	120.00
N		24.00	48.00	84.00	144.00	240.00

KTRH, 50kw, 750kc, CBS, Blair, Pulse, BMB

D	24.00	30.00	50.00	75.00	126.00	210.00
N	40.00	50.00	84.00	140.00	210.00	350.00

KTRH-FM, Chan. 266, 101.1mc, 29.5kw, Bonus

KXYZ, 5kw, 1320kc, ABC, Free & Peters, Pulse

D	16.00	20.00	28.00	48.00	84.00	140.00
N	30.00	37.50	56.00	96.00	168.00	280.00

KXYZ-FM, Chan. 243, 96.5mc, 15kw, Free & Peters, Bonus

HUNTSVILLE, 9,820 pop.; Walker Co.; TV alloc.: Chan. 15.

KSAM, 250w, 1490kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

JACKSONVILLE, 8,607 pop.; Cherokee Co.; TV alloc.: Chan. 36.

KEBE, 250w, 1400kc, BMB

D	3.00	6.00	12.00	18.00	36.00	60.00
N	3.00	6.00	12.00	18.00	36.00	60.00

JASPER, 4,403 pop.; Jasper Co.; TV alloc.: Chan. 49.

KTXJ, 250w, 1240kc, Best

	SB	1M	5M	15M	30M	1 Hr
D	3.00		5.00	10.00	15.00	25.00
N	6.00		10.00	20.00	30.00	50.00

JUNCTION, 2,471 pop.; Kimble Co.

KMBL, 100w, 1450kc.

D	.75	1.50	2.50	5.00	9.00	16.50
N	.75	1.50	2.50	5.00	9.00	16.50

KERMIT, 6,912 pop.; Winkler Co.; TV alloc.: Chan. 14.

KERB, 1kw-D, 600kc

D	6.00	6.00	8.00	15.00	25.00	40.00

KERRVILLE, 7,691 pop.; Kerr Co.

KEVT, 250w, 1230kc, Best

D		2.50	5.70	9.50	15.15	26.65
N		2.50	5.70	9.50	15.15	26.65

KILGORE, 9,638 pop.; Rusk, Gregg Cos.; TV alloc.: Chan. 59.

KOCA, 250w, 1240kc

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

KINGSVILLE, 16,898 pop.; 4,323 homes; 84.2% radio; 3,640 radio homes; Kleberg Co.; TV alloc.: Chan. 40.

KINE, 1kw-D, 1330kc

D	4.50	6.00	15.00	24.00	36.00	60.00

LAMESA, 10,704 pop.; 2,098 homes; 85.2% radio; 1,787 radio homes; Dawson Co.; TV alloc.: Chan. 28.

KPET, 250w, 690kc, KBS, Pearson

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

LAMPASAS, 4,869 pop.; Lampasas Co.; TV alloc.: Chan. 40.

KHIT, 250w, 1450kc, KBS, Best

D		5.50	12.50	19.00	34.00	62.00
N		5.50	12.50	19.00	34.00	62.00

LAREDO, 51,910 pop.; 11,805 homes; 72.2% radio; 8,523 radio homes; Webb Co.; TV alloc.: Chans. 8, 13, *15.

KVOZ, 250w, 1490kc, MBS, Continental

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

LEVELLAND, 8,264 pop.; Hockley Co.; TV alloc.: Chan. 38.

KLVT, 250w, 1230kc, Best

D			9.00	15.00	24.00	40.00
N			9.00	15.00	24.00	40.00

LITTLEFIELD, 6,540 pop.; Lamb Co.; TV alloc.: Chan. 32.

KVOW, 250w, 1490kc

D		4.50	7.50	12.00	18.00	30.00
N		4.50	7.50	12.00	18.00	30.00

LONGVIEW, 24,502 pop.; 7,575 homes; 86.6% radio; 6,560 radio homes; Gregg Co.; TV alloc.: Chans. 32, 38.

KFRO, 1kw, 1370kc, ABC, Cooke, BMB, Conlan

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.50	24.00	48.00	72.00	120.00

KLTI, 1kw-D, 1280kc

D		6.60	11.25	22.50	35.00	56.00

KLTI-FM, Chan. 290, 105.9mc, 10kw, (Rates on request)

LUBBOCK, 71,747 pop.; 20,641 homes; 92.3% radio; 19,051 radio homes; Lubbock Co.; TV alloc.: Chans. 5, 11, 13, *20, 26.

2 AM affiliates, average 1-time rates

D	7.31	8.25	12.63	23.00	34.50	57.50
N	10.13	12.00	18.25	32.00	48.00	80.00

KCBD, 1kw, 1590kc, MBS, Pearson, Conlan

D	9.00	9.00	14.00	28.00	42.00	70.00
N	9.00	9.00	14.00	28.00	42.00	70.00

KFYO, 250w, 1340kc, ABC, Taylor (CP 5kw-D, 1kw-N, 790kc)

D	5.62	7.50	11.25	18.80	27.00	45.00
N	11.25	15.00	22.50	36.00	54.00	90.00

KSEL, 1kw-D, 500w-N, 950kc, Rambeau

D	8.00	9.00	14.00	25.00	40.00	75.00
N	8.00	9.00	14.00	25.00	40.00	75.00

LUFKIN, 15,135 pop.; 4,775 homes; 86.5% radio; 4,130 radio homes; Angelina Co.; TV alloc.: Chans. 9, 46.

KRBA, 250w, 1340kc, KBS, Continental

D		6.00	8.00	17.50	27.00	45.00
N		7.20	12.00	24.00	36.00	60.00

KRBA-FM, Chan. 238, 95.5mc, 2.9kw, Bonus

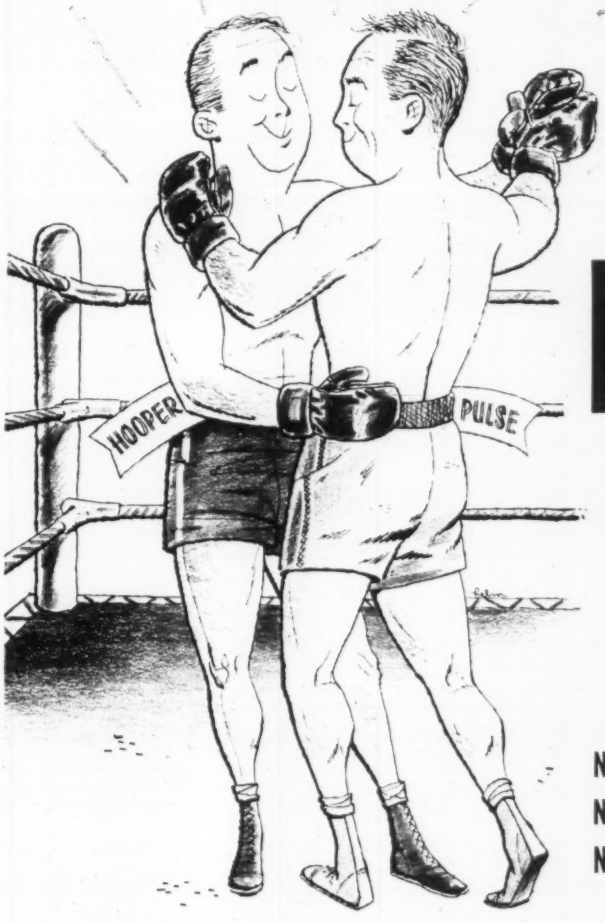
KTRE, 1kw, 1420kc, MBS, Taylor

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

(Continued on page 190)

"No Contest"

Between the Rating Services in Houston!



Houston's First PULSE REPORT (April-May 1952) Confirms HOOPERATINGS through many years

KPRC is FIRST

By APRIL-MAY PULSE REPORT, TOO!

	Daytime ¼ Hours 8:00 A.M. to 6:00 P.M. Monday through Friday	Nighttime ½ Hours Monday through Sunday
KPRC	26	40
Network Station B	10	22
Network Station C	4	4
Network Station D	0	18

April, 1952, Hooper
RADIO AUDIENCE INDEX REPORT SHOWS

KPRC FIRST

31.6% above Network Station B
60% above Network Station C
85% above Network Station D
IN TOTAL RATED TIME PERIODS

KPRC HOUSTON

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Nationally represented by
EDWARD PETRY and CO.

KECK

ODESSA, TEX.

COUNTY BY COUNTY

a wonderful buy!

PRIMARY COVERAGE COUNTIES

TEXAS	Population	Total Retail Sales	Effective buying Income per Family
Andrews	6,500	$ 3,753,000	4,444
Crane	4,300	3,150,000	3,544
Dawson	19,600	23,822,000	4,422
Ector	49,700	54,848,000	5,357
Gaines	9,000	12,549,000	4,819
Glasscock	1,000	380,000	2,903
Howard	27,000	36,813,000	4,522
Loving	200	136,000	3,080
Martin	5,600	3,102,000	4,016
Midland	28,900	32,935,000	5,043
Mitchell	14,500	12,661,000	3,836
Pecos	10,200	10,935,000	5,057
Reeves	12,300	15,997,000	4,891
Reagan	3,200	5,067,000	3,813
Upton	5,400	6,074,000	4,806
Ward	14,100	15,094,000	5,284
Winkler	10,800	11,782,000	5,014
Total Texas Counties Covered by KECK	**222,300**	**$249,098,000**	**4,403**
NEW MEXICO			
Lea	32,700	37,523,000	4,521
GRAND TOTAL	**255,000**	**286,621,000**	**4,410**

BEN NEDOW
Owner and G.M.

Represented by
FORJOE
29 W. 57th
N. Y. C.

KECK

FIRST in Permian Basin
in Coverage
in Nation's Richest
Market

TEXAS

SPOT RATE FINDER

(Continued from page 188)

MARFA, 3,603 pop.; Presidio Co.; TV alloc.: Chan. 19.

MARLIN, 7,099 pop.; Falls Co.
KMLW, 250w-D, 1010kc
(CP)

MARSHALL, 22,327 pop.; 6,653 homes; 83.3% radio; 5,541 radio homes; Harrison Co.; TV alloc.: Chan. 16.
KMHT, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.90	8.00	16.00	24.00	40.00
N	3.50	4.90	8.00	16.00	24.00	40.00

McALLEN, 20,067 pop.; 5,223 homes; 79.0% radio; 4,126 radio homes; Hidalgo Co.; TV alloc.: Chan. 20.
KRIO, 1kw, 910kc, ABC, Weed, BMB, Hooper

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	20.00	32.00	48.00	80.00

McKINNEY, 10,560 pop.; 3,440 homes; 88.7% radio; 3,051 radio homes; Collin Co.; TV alloc.: Chan. 65.
KMAE, 1kw-D, 1600kc, BMB

D	5.50	8.00	11.00	20.00	30.00	50.00

MERCEDES, 10,081 pop.; 2,456 homes; 76.6% radio; 1,881 radio homes; Hidalgo Co.; TV alloc.: Chan. 32.

MEXIA, 6,627 pop.; Limestone Co.; TV alloc.: Chan. 50.

MIDLAND, 21,713 pop.; 6,588 homes; 88.6% radio; 5,837 radio homes; Midland Co.; TV alloc.: Chans. 2, 18.
KCRS, 5kw-D, 1kw-N, 550kc, ABC, Pearson

D	10.00	10.00	16.00	28.00	48.00	70.00
N	10.00	10.00	16.00	28.00	48.00	70.00

KJBC, 1kw-D, 1150kc

D	3.90	6.40	10.50	19.00	31.00	60.00

MINERAL WELLS, 7,801 pop.; Palo Pinto Co.; TV alloc.: Chan. 38.
KORC, 250w-D, 1140kc, Best

D	2.20	3.70	6.15	14.00	24.00	40.00

MISSION, 10,765 pop.; 2,607 homes; 76.6% radio; 1,997 radio homes; Hidalgo Co.; TV alloc.: Chan. 14.

MONAHANS, 6,311 pop.; Ward Co.; TV alloc.: Chan. 9.
KVKM, 250w, 1340kc, MBS, Best, Conlan

D	4.00		7.00	14.00	21.00	36.00
N	4.00		7.00	14.00	21.00	36.00

MOUNT PLEASANT, 6,342 pop.; Titus Co.; TV alloc.: Chan. 35.
KIMP, 1kw-D, 960kc, Conlan

D	2.30	3.50	9.00	15.00	22.00	36.00

NACOGDOCHES, 13,327 pop.; 3,568 homes; 87.7% radio; 3,129 radio homes; Nacogdoches Co.; TV alloc.: Chan. 40.

2 AM non-affiliates, average 1-time rates

D			10.50	18.00	31.50	47.50

KOSF, 250w, 1230kc, KBS

D			9.00	18.00	27.00	45.00
N			9.00	18.00	27.00	45.00

KSFA, 1kw-D, 860kc

D		3.75	12.00	18.00	36.00	50.00

NEW BRAUNFELS, 12,210 pop.; 3,483 homes; 86.0% radio; 2,995 radio homes; Comal Co.; TV alloc.: Chan. 62.
KGNB, 1kw-D, 1420kc

D	3.75	7.50	15.00	20.00	30.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

ODESSA, 29,495 pop.; 9,046 homes; 91.5% radio; 8,277 radio homes; Ector Co.; TV alloc.: Chans. 7, 24.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	15.00	24.00	36.00	60.00
N	10.50	10.50	17.50	28.00	42.00	70.00

KECK, 1kw-D, 500w-N, 920kc, Conlan

D	7.50	11.25	18.75	30.00	45.00	75.00
N	9.35	14.05	23.45	37.50	56.25	93.75

KOSA, 250w, 1230kc, CBS, Taylor, Conlan

D	9.00	9.00	15.00	24.00	36.00	60.00
N	12.00	12.00	20.00	32.00	48.00	80.00

KRIG, 1kw, 1410kc, MBS, Best

D	9.00	9.00	15.00	24.00	36.00	60.00
N	9.00	9.00	15.00	24.00	36.00	60.00

ORANGE, 21,174 pop.; 5,951 homes; 84.2% radio; 5,011 radio homes; Orange Co.; TV alloc.: Chan. 43.
KOGT, 1kw, 1600kc, Best

D		4.00	8.00	16.00	24.00	40.00
N		4.00	8.00	16.00	24.00	40.00

PALESTINE, 12,503 pop.; 4,141 homes; 85.9% radio; 3,557 radio homes; Anderson Co.
KNET, 250w, 1450kc

D	4.50	6.00	10.00	16.00	24.00	40.00
N	4.50	6.00	10.00	16.00	24.00	40.00

PAMPA, 16,583 pop.; 5,339 homes; 93.8% radio; 5,008 radio homes; Gray Co.; TV alloc.: Chan. 17.
KPAT, 250w, 1230kc, Pearson

D	4.00	6.00	10.00	16.00	24.00	40.00
N	4.00	6.00	10.00	16.00	24.00	40.00

KPDN, 250w, 1340kc, MBS

D	4.50	6.65	9.25	18.50	28.00	46.50
N	4.50	6.65	9.25	18.50	28.00	46.50

PARIS, 21,643 pop.; 7,078 homes; 87.1% radio; 6,165 radio homes; Lamar Co.; TV alloc.: Chan. 33.
KFTV, 500w-D, 1250kc, KBS, Best

D	4.80	7.20	12.00	24.00	36.00	60.00

KPLT, 250w, 1400kc, ABC, Pearson

D	5.00	5.00	9.00	18.00	27.00	45.00
N	5.00	5.00	9.00	18.00	27.00	45.00

PASADENA, 22,483 pop.; 6,369 homes; 92.5% radio; 5,891 radio homes; Harris Co.
KLVL, 1kw-D, 1480kc

D	7.50	9.38	13.50	30.00	45.00	75.00

PEARSALL, 4,481 pop.; Frio Co.; TV alloc.: Chan. 31.

PECOS, 8,054 pop.; Reeves Co.; TV alloc.: Chan. 16.
KIUN, 250w, 1400kc, MBS, Best

D			5.00	14.00	21.00	36.00
N			5.00	14.00	21.00	36.00

PERRYTON, 4,417 pop.; Ochiltree Co.; TV alloc.: Chan. 22.
KEYE, 250w, 1400kc, MBS

D	3.00	4.00	10.00	15.00	25.00	40.00
N	3.00	4.00	10.00	15.00	25.00	40.00

PLAINVIEW, 14,044 pop.; 4,176 homes; 91.7% radio; 3,829 radio homes; Hale Co.; TV alloc.: Chan. 29.
KVOP, 250w, 1400kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

PLEASANTON, 2,913 pop.; Atascosa Co.
KBOP, 1kw-D, 1380kc, KBS, Best

D	1.00	3.75	11.25	18.90	31.50	52.50

PORT ARTHUR, 57,530 pop.; 17,010 homes; 91.8% radio; 15,615 radio homes; Jefferson Co.; TV alloc.: (see Beaumont).
KOLE, 250w, 1340kc

D			6.00	14.76	25.20	38.40
N			7.00	17.00	29.00	45.00

KPAC, 5kw-D, 1kw-N, 1250kc, MBS, Hooper

D		8.00	15.00	25.00	40.00	65.00
N		13.00	25.00	45.00	65.00	110.00

for the best in radio
in Odessa
KRIG
HIL F. BEST
Representatives of
Radio Station KRIG

for the BEST in radio
in Center
KDET
HIL F. BEST
Representing
Radio Station KDET

QUANAH, 4,589 pop.; Hardeman Co.; TV alloc.: Chan. 42.

KOLJ, 500w-D, 1150kc

D	6.00	12.00	19.00	25.00	40.00

RAYMONDVILLE, 9,136 pop.; Willacy Co.; TV alloc.: Chan. 42.

ROSENBERG, 6,210 pop.; Fort Bend Co.; TV alloc.: Chan. 17.

KFRD, 1kw-D, 980kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	9.00	18.00	27.00	45.00

SAN ANGELO, 52,093 pop.; 15,320 homes; 89.7% radio; 13,742 radio homes; Tom Green Co.; TV alloc.: Chans. 6, 8, 17, *23.

2 AM affiliates, average 1-time rates

D	8.25	8.25	13.00	24.00	36.00	60.00
N	8.25	8.25	13.00	24.00	36.00	60.00

KGKL, 5kw-D, 1kw-N, 960kc, ABC, Pearson, Conlan, BMB

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KTXL, 250w, 1340kc, MBS, Taylor

D	6.50	6.50	12.00	20.00	30.00	50.00
N	6.50	6.50	12.00	20.00	30.00	50.00

SAN ANTONIO, 408,442 pop.; 111,788 homes; 88.2% radio; 98,597 radio homes; Bexar Co.; TV alloc.: Chans. 4 (WOAI-TV), 5 (KEYL(TV)), *9, 12, 35, 41.

4 AM affiliates, average 1-time rates

D	18.92	22.18	33.12	51.55	77.32	128.88
N	36.23	42.46	67.06	104.50	156.75	261.25

4 AM non-affiliates, average 1-time rates

D	7.55	8.17	10.90	25.10	38.15	65.00
N	9.60	12.60	21.60	34.80	63.00	105.00

KABC, 50kw-D, 10kw-N, 680kc, ABC, Blair, Hooper

D	21.42	25.20	33.25	53.20	79.80	133.00
N	36.41	42.84	70.00	112.00	168.00	280.00

KCOR, 5kw-D, 1kw-N, 1350kc, Everett-McKinney, Oakes

D		6.66	10.80	28.80	57.60	90.00
N		13.20	21.60	45.60	90.00	150.00

KEYL (TV), Chan. 5, 9kw-aur.; 17.9kw-vis., ABC, CBS, DuMont

D	40.00	40.00	50.00	80.00	120.00	200.00
N	80.00	80.00	100.00	160.00	240.00	400.00

KITE, 1kw-D, 930kc, Pearson, Hooper

D	5.50	8.00		22.50	35.00	50.00

KITE-FM, Chan. 247, 97.3mc, 8.2kw

D	1.00	4.00		10.00	15.00	20.00
N	1.00	4.00		10.00	15.00	20.00

KIWW, 250w-D, 1540kc, McGillvra

D		6.00	11.00	24.00	36.00	60.00

KMAC, 5kw, 630kc, MBS

D	9.00	12.00	20.00	40.00	60.00	100.00
N	18.00	24.00	40.00	80.00	120.00	200.00

KISS (FM), Chan. 258, 99.5mc, 250kw

KONO, 5kw, 860kc, Forjoe, Hooper, BMB

D 9.60 12.00 (on request) 24.00 36.00 60.00

N 9.50 12.00 (on request) 24.00 36.00 60.00

KONO-FM, Chan. 225, 92.9mc, 3kw, Forjoe, Bonus

KTSA, 5kw, 550kc, CBS, Free & Peters

D	15.25	19.00	28.25	45.00	67.50	112.50
N	30.50	38.00	56.25	90.00	135.00	225.00

KTSA-FM, Chan. 268, 101.5mc, 15kw, Bonus

WOAI, 50kw, 1200kc, NBC, Petry, BMB, Hooper

D	30.00	32.50	51.00	68.00	102.00	170.00
N	60.00	65.00	102.00	136.00	204.00	340.00

WOAI-TV, Chan. 4, 10.8kw-aur.; 21.6kw-vis.; NBC, Petry, Hooper

D	35.00	35.00	40.00	80.00	120.00	200.00
N	70.00	70.00	80.00	160.00	240.00	400.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

BROADCASTING TELECASTING

MARKETBOOK MAP of

EASTERN TEXAS

[3] Location of City and number of Standard (AM) Broadcasting Stations

(3) Number of FM Broadcasting Stations

⚠ Number of Telecasting Stations

Scale of Miles 25 50 75 100

MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT

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* * *

SAN BENITO, 13,271 pop.; 3,277 homes; 72.2% radio; 2,366 radio homes; Cameron Co.; TV alloc.: Chan. 48.

SAN MARCOS, 9,980 pop.; Hays Co.; TV alloc.: Chan. 53.

KCNY, 250w-D, 1470kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	7.75	12.60	21.00	35.00

SEGUIN, 9,733 pop.; Guadalupe Co.; TV alloc.: Chan. 14.

KWED, 1kw-D, 1580kc

D	3.15	3.75	11.25	18.90	31.50	52.50

SEYMOUR, 3,779 pop.; Baylor Co.; TV alloc.: Chan. 24.

KSEY, 100w, 1230kc, Best

D	1.90	3.15	4.35	8.95	15.00	24.80
N	1.90	3.15	4.35	8.95	15.00	24.80

SHAMROCK, 3,322 pop.; Wheeler Co.

KEVA, 250w-D, 1580kc, Best

D	2.70	3.75	6.00	12.00	22.50	45.00

SHERMAN, 20,150 pop.; 6,566 homes; 91.6% radio; 6,014 radio homes; Grayson Co.; TV alloc.: Chan. 46.

* * *

KRRV (Denison-Sherman), 1kw, 910kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.50	18.00	30.00	50.00
N	10.00	10.00	15.00	21.60	36.00	60.00

KTAN, 250w-D, 1500kc

D	3.00	4.00	6.00	14.00	21.00	36.00

SNYDER, 12,010 pop.; 3,555 homes; 87.7% radio; 3,118 radio homes; Scurry Co.; TV alloc.: Chan. 30.

KSNY, 500w-D, 1280kc, Best

D		6.00	9.00	15.00	25.00	45.00

STAMFORD, 5,819 pop.; Jones Co.

KDWT, 250w, 1400kc, MBS, Conlan

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

STEPHENVILLE, 7,155 pop.; Erath Co.; TV alloc.: Chan. 32.

KSTV, 250w-D, 1510kc

D		6.00	9.00	15.00	25.00	45.00

SULPHUR SPRINGS, 8,991 pop.; Hopkins Co.; TV alloc.: Chan. 41.

KSST, 250w, 1230kc, MBS

D	1.95	2.93	6.24	12.48	18.72	31.20
N	1.95	2.93	6.24	12.48	18.72	31.20

* * *

SWEETWATER, 13,619 pop.; 4,131 homes; 88.4% radio; 3,652 radio homes; Nolan Co.; TV alloc.: Chan. 12.

KXOX, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

TAYLOR, 9,071 pop.; Williamson Co.; TV alloc.: Chan. 58.

KTAE, 1kw-D, 1260kc

D	5.00	7.50	10.00	20.00	30.00	50.00

TEMPLE, 25,467 pop.; 7,486 homes; 88.5% radio; 6,625 radio homes; Bell Co.; TV alloc.: Chans. 16, 22.

KTEM, 250w, 1400kc, MBS

D	4.50	6.00	9.00	15.75	27.00	45.00
N	5.00	6.65	10.00	17.50	30.00	50.00

KTEM-FM, Chan. 298, 107.5mc, 1.9kw, Bonus

TERRELL, 11,544 pop.; 2,967 homes; 85.7% radio; 2,543 radio homes; Kaufman Co.; TV alloc.: Chan. 53.

KTER, 250w-D, 1570kc

D	3.25		5.00	9.00	13.00	24.00

(Continued on page 192)

TEXAS

SPOT RATE FINDER

(Continued from page 191)

TEXARKANA, 24,753 pop.; 7,925 homes; 85.7% radio; 6,792 radio homes; Bowie Co.; TV alloc.: Chans. 6, *18, 24.

KCMC, 250w, 1230kc, ABC, Taylor, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KCMC-FM, Chan. 251, 98.1mc, 40kw, Taylor, Bonus

KTFS, 250w, 1400kc, Conlan

D	5.00	5.00	9.00	18.00	32.00	50.00
N	5.00	5.00	9.00	18.00	32.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

TEXAS CITY, 16,620 pop.; 4,859 homes; 92.6% radio; 4,499 radio homes; Galveston Co.

KTLW, 1kw-D, 920kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	15.00	24.00	36.00	60.00

TYLER, 38,968 pop.; 11,982 homes; 90.6% radio; 10,856 radio homes; Smith Co.; TV alloc.: Chans. 7, 19.

2 AM affiliates, average 1-time rates

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

KGKB, 250w, 1490kc, MBS, Pearson

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

KTBB, 5kw-D, 1kw-N, 600kc, ABC, Taylor, Conlan, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

UVALDE, 8,674 pop.; Uvalde Co.; TV alloc.: Chan. 20.

KVOU, 250w, 1450kc, MBS

D	3.50	4.50	7.50	12.00	18.00	30.00
N	3.50	4.50	7.50	12.00	18.00	30.00

VERNON, 12,651 pop.; 3,990 homes; 88.6% radio; 3,535 radio homes; Wilbarger Co.; TV alloc.: Chan. 18.

KVWC, 250w, 1490kc, MBS, Clark

D	3.60	4.50	7.50	15.00	26.25	45.00
N	3.60	4.50	7.50	15.00	26.25	45.00

* * *

VICTORIA, 16,126 pop.; 4,751 homes; 92.4% radio; 4,390 radio homes; Victoria Co.; TV alloc.: Chan. 19.

KNAL, 500w, 1410kc

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

KVIC, 250w, 1340kc, MBS, Conlan

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

WACO, 84,706 pop.; 24,745 homes; 89.2% radio; 22,072 radio homes; McLennan Co.; TV alloc.: Chans, 11, *28, 34.

2 AM affiliates, average 1-time rates

D	6.00	6.50	11.00	17.00	27.00	45.00
N	6.00	9.50	15.00	29.50	48.00	80.00

KWTX, 250w, 1230kc, MBS, Everett-McKinney

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

WACO, 1kw, 1460kc, ABC, Weed

D	7.00	12.00	18.00	30.00	50.00	
N	10.00	15.00	35.00	60.00	100.00	

WAXAHACHIE, 11,204 pop.; 3,412 homes; 87.7% radio; 2,992 radio homes; Ellis Co.; TV alloc.: Chan. 45.

WEATHERFORD, 8,093 pop.; Parker Co.; TV alloc.: Chan. 51.

* * *

WESLACO, 7,514 pop.; Hidalgo Co.; TV alloc.: (see Brownsville-Harlingen-Weslaco).

KRGV, 5kw, 1290kc, NBC, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	6.00	10.00	15.00	24.00	36.00	60.00
N	12.00	20.00	30.00	48.00	72.00	120.00

WICHITA FALLS, 68,042 pop.; 17,880 homes; 92.3% radio; 16,503 radio homes; Wichita Co.; TV alloc.: Chans. 3, 6, *16, 22.

3 AM affiliates, average 1-time rates

D	8.25	8.50	16.00	28.00	43.67	74.17
N	13.25	13.93	25.00	43.33	68.33	116.67

KFDX, 10kw, 990kc, ABC, Taylor, Hooper

D	9.00	18.00	24.00	36.00	60.00	
N	15.00	30.00	40.00	60.00	100.00	

KTRN, 5kw-D, 1kw-N, 1290kc, MBS, Pearson, Conlan

D	6.50	6.50	15.00	30.00	45.00	75.00
N	6.50	6.50	15.00	30.00	45.00	75.00

KWFT, 5kw, 620kc, CBS, Blair, Hooper, BMB

D	10.00	10.00	15.00	30.00	50.00	87.50
N	20.00	20.00	30.00	60.00	100.00	175.00

KWFT-FM, Chan. 260, 99.9mc, 10kw, Blair, Bonus

* * *

TEXAS MARKET DATA COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Anderson	31,875	37,092	—14.1	12,503	19,372	9,414	7,936	84.3	4,958	$24,021	$ 4,231,964	7,627	*	*
Andrews	5,002	1,277	291.7	3,294	1,708	1,412	1,317	93.3	264	3,753	895,703	2,022	*	*
Angelina	36,032	32,201	11.9	15,135	20,897	10,501	9,052	86.2	4,818	32,466	1,491,510	9,504	4,022	2,574,000
Aransas	4,252	3,469	22.6	610	3,642	1,319	1,148	87.0	553	3,207	377,939	1,134	*	*
Archer	6,816	7,599	—10.3		6,816	2,006	1,864	92.9	1,405	3,922	7,652,236	2,232	*	*
Armstrong	2,215	2,495	—11.2		2,215	692	645	93.2	576	1,531	6,903,553	1,024	*	*
Atascosa	20,048	19,275	4.0	2,913	17,135	4,883	4,028	82.4	1,609	11,800	7,419,512	4,780	*	*
Austin	14,663	17,384	—15.7		14,663	4,583	3,790	82.7	2,012	13,606	5,661,404	4,967	*	*
Bailey	7,592	6,318	20.2		7,592	2,099	1,868	89.0	1,030	8,636	10,626,087	2,455	*	*
Bandera	4,410	4,234	4.2		4,410	1,448	1,276	88.1	717	3,628	1,338,737	1,695	*	*
Bastrop	19,622	21,610	—9.2	9,723	9,899	5,716	4,659	81.5	2,290	12,617	4,176,554	4,757	*	*
Baylor	6,875	7,755	—11.3	3,779	3,096	2,085	1,826	87.6	1,350	7,622	6,623,095	2,769	*	*
Bee	18,174	16,481	10.3	9,343	8,826	4,880	4,070	83.4	2,210	17,211	4,952,575	4,556	*	*
Bell	73,824	44,863	64.6	38,758	35,066	18,823	16,545	87.9	7,833	56,484	10,601,749	21,173	*	*
Bexar	500,460	338,176	48.0	449,521	50,939	130,745	116,102	88.8	63,406	502,416	11,369,223	133,813	16,909	8,902,000
Blanco	3,780	4,264	—11.4		3,780	1,197	1,053	88.4	730	3,747	2,051,282	1,357	*	*
Borden	1,106	1,396	—20.8		1,106	295	259	87.8	211	47	2,616,953	298	*	*
Bosque	11,836	15,761	—24.9		11,836	3,898	3,532	90.6	2,795	9,591	5,166,245	4,336	*	*
Bowie	61,966	50,208	23.4	30,004	31,962	18,199	15,633	85.9	7,626	51,482	4,001,744	15,180	2,479	1,022,000
Brazoria	46,549	27,069	72.0	16,009	30,540	12,744	11,291	88.6	4,086	44,866	10,292,364	15,901	4,329	4,013,000
Brazos	38,390	26,977	42.3	26,027	12,363	10,250	8,682	84.7	3,871	36,813	6,007,586	9,973	*	*
Brewster	7,309	6,478	12.8	5,261	2,048	1,946	1,568	80.6	848	7,436	3,703,100	1,901	*	*
Briscoe	3,528	4,056	—13.0		3,528	1,032	928	89.9	695	3,254	6,773,205	1,219	*	*
Brooks	9,195	6,362	44.5	6,712	2,483	2,275	1,831	80.5	467	9,632	2,111,064	1,919	*	*

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(Continued on page 194)

ZIV'S BRILLIANT NEW SHOW THAT IS

ENTERTAINMENT DYNAMITE

Starring

TYRONE POWER

as Senator Dean Edwards

He put "Old Glory" above personal glory!

THE SHOW THAT 154,000,000 AMERICANS WANT TO HEAR!

"FREEDOM U.S.A."

THE NON-PARTISAN INSIDE STORY OF WASHINGTON, D. C.

Featuring

EDWIN C. HILL

and an all-star supporting cast

Music by David Rose

Brilliant Scripts

Each half-hour a complete story

•

Transcribed for Local and Regional Sponsorship

FREDERIC W. ZIV COMPANY

Radio Productions

1520 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

Capturing the DRAMA, the SPIRIT and the EXCITEMENT of the U. S. Senate at work!

Radio Station W-A-C-O Celebrates its 30th Anniversary!

1922-1952

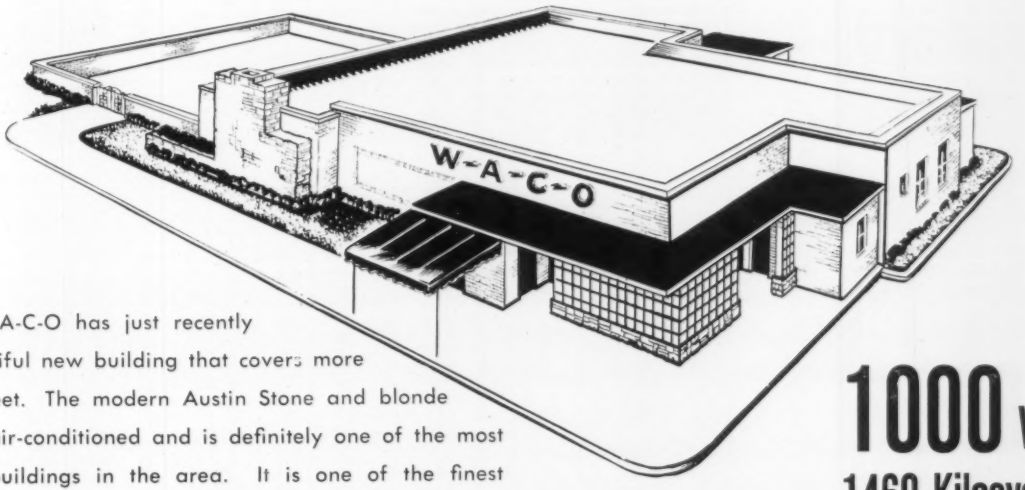
Since its inception in 1922, Radio Station W-A-C-O has progressed steadily and served this rich Central Texas area night and day. It has become a major factor in the growth and development of this market. The service and facilities of station W-A-C-O have helped build Central Texas into one of the highest potential markets and played a leading role in the general industrial awakening of this area.

★ 1ST IN WACO

★ 1ST IN CENTRAL TEXAS

★ HIGH HOOPER RATINGS

★ 53,000 WATT TELEVISION STATION APPLIED FOR! CHANNEL 11 VHF.



● Radio station W-A-C-O has just recently moved into its beautiful new building that covers more than 6000 square feet. The modern Austin Stone and blonde brick is completely air-conditioned and is definitely one of the most beautiful business buildings in the area. It is one of the finest equipped stations in the nation and has been under the same management for seventeen years.

1000 Watts
1460 Kilocycles

R. E. Lee Glasgow, GENERAL MANAGER

MEMBER ABC AND TEXAS STATE NETWORK

TEXAS MARKET DATA BY COUNTIES

(Continued from page 192)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. ployment	1949 Mfg. Taxable 1950 1st Qtr.
Brown	28,607	25,924	10.3	20,181	8,426	9,103	8,083	88.8	5,073	28,345	5,671,456	9,837	*	*
Burleson	13,000	18,334	—29.1		13,000	3,812	3,122	81.9	1,633	8,899	5,982,064	2,741	*	*
Burnet	10,356	10,771	—3.9		10,356	3,023	2,697	89.2	1,788	7,059	3,597,101	3,125	*	*
Caldwell	19,350	24,893	—22.3	9,870	9,480	5,359	4,448	83.0	3,110	19,609	5,894,881	6,194	*	*
Calhoun	9,222	5,911	56.0	5,599	3,623	2,733	2,391	87.5	780	7,007	3,678,051	2,504	*	*
Callahan	9,087	11,568	—21.4		9,087	2,901	2,611	90.0	1,901	5,747	4,293,377	3,186	*	*
Cameron	125,170	83,202	50.4	75,518	49,652	30,497	23,971	78.6	9,368	104,204	41,755,882	29,972	2,665	1,240,000
Camp	8,740	10,285	—15.0	3,142	5,598	2,605	2,097	80.5	1,285	5,238	1,399,637	1,876	*	*
Carson	6,852	6,624	3.4		6,852	1,971	1,896	96.2	1,506	6,882	7,360,865	2,909	*	*
Cass	26,732	33,496	—20.2	3,782	22,950	7,300	6,132	84.0	3,564	18,967	2,467,228	5,209	1,092	354
Castro	5,417	4,631	17.0		5,417	1,471	1,362	92.6	840	4,269	14,720,649	1,733	*	*
Chambers	7,817	7,511	4.8		7,871	2,260	2,023	89.5	1,343	6,715	5,191,250	2,607	33	12,000
Cherokee	38,694	43,180	—12.0	15,205	23,489	10,265	8,551	83.3	5,116	28,008	5,009,126	7,608	*	*
Childress	12,123	12,149	—0.2	7,619	4,504	3,687	3,267	88.6	2,382	16,056	8,678,873	4,616	*	*
Clay	9,896	12,524	—21.0	2,813	7,083	3,042	2,732	89.8	2,121	6,837	6,220,021	3,223	*	*
Cochran	5,928	3,735	58.7		5,928	1,592	1,418	89.1	543	6,095	7,190,478	1,911	*	*
Coke	4,045	4,590	—11.9		4,045	1,206	1,047	86.9	711	2,917	2,273,697	1,415	*	*
Coleman	15,503	20,571	—24.6	6,530	8,973	4,909	4,359	88.8	3,608	15,172	8,046,265	5,816	*	*
Collin	41,692	47,190	—11.7	10,580	31,132	12,575	11,318	90.0	8,749	32,631	14,354,746	12,282	*	*
Collingsworth	9,139	10,331	—11.5	3,676	5,463	2,671	2,316	86.7	1,808	9,356	10,695,642	3,107	*	*
Colorado	17,576	17,812	—1.3	5,665	11,911	5,255	4,425	84.2	2,078	21,652	8,398,666	5,649	*	*
Comal	16,357	12,321	32.8	12,210	4,147	4,661	4,008	86.0	2,084	19,009	1,747,881	6,447	*	*
Comanche	15,516	19,245	—19.4	3,840	11,676	5,004	4,424	88.4	3,389	12,456	9,094,578	4,750	*	*
Concho	5,078	6,192	—18.0		5,078	1,481	1,327	89.6	1,003	4,480	5,650,609	1,648	*	*
Cooke	22,146	24,909	—11.1	11,246	10,900	6,672	5,998	89.9	4,607	23,683	5,634,724	8,385	*	*
Caryall	16,284	20,226	—19.5	3,856	12,428	4,886	4,002	81.9	3,064	10,001	5,418,741	5,837	*	*
Cattle	6,099	7,079	—13.8	2,952	3,145	1,797	1,553	86.4	1,245	7,069	8,434,695	2,075	*	*
Crane	3,965	2,841	39.6			1,173	1,117	95.2	624	3,850	275,629	1,493	*	*
Crockett	3,981	2,809	41.7	2,885	1,096	1,096	979	89.3	441	4,798	4,747,456	1,284	*	*
Crosby	9,582	10,046	—4.6		9,582	2,759	2,524	91.5	1,845	9,700	15,587,716	3,296	*	*
Culberson	1,825	1,653	10.4		1,825	522	448	85.8	234	2,589	1,676,230	608	*	*
Dallam	7,640	6,494	17.6	5,485	2,155	2,300	2,095	91.1	1,292	12,703	8,281,800	3,041	*	*
Dallas	614,799	398,564	54.3	552,127	62,672	187,033	174,876	93.5	93,564	848,570	10,462,627	208,499	47,172	30,841,000
Dawson	19,113	15,367	24.4	10,704	8,409	5,165	4,504	87.2	2,694	23,822	24,948,226	7,009	*	*
Deaf Smith	9,111	6,056	50.4	5,207	3,904	2,618	2,411	92.1	1,272	12,969	13,359,812	3,649	*	*
Delta	8,964	12,858	—30.3		8,964	2,668	2,391	89.6	2,224	6,365	4,615,132	2,391	*	*
Denton	41,365	33,658	22.9	21,372	19,993	11,458	10,427	91.0	6,646	38,322	10,082,731	12,983	974	534,000
De Witt	22,973	24,935	—7.9	12,181	10,792	6,813	5,566	81.7	3,185	26,620	7,839,214	7,888	*	*
Dickens	7,177	7,847	—8.5		7,177	2,029	1,828	90.1	1,334	7,980	7,561,450	2,546	*	*
Dimmit	10,654	8,542	24.7	4,316	6,338	2,317	1,898	81.9	692	5,375	4,376,448	1,835	*	*
Donley	6,216	7,487	—17.0	2,577	3,639	1,908	1,776	93.1	1,479	6,379	8,697,723	2,174	*	*
Duval	15,643	20,565	—23.9	6,897	8,746	3,710	3,109	83.8	2,325	9,223	3,714,881	3,112	*	*
Eastland	23,942	30,345	—21.1	12,845	11,097	7,862	6,962	88.1	5,423	28,885	5,203,527	9,139	*	*
Ector	42,102	15,051	179.7	29,495	12,607	12,478	11,442	91.7	3,459	54,848	637,963	13,872	*	*
Edwards	2,908	2,933	—0.9		2,908	844	757	89.7	482	1,641	2,934,020	594	*	*
Ellis	45,645	47,733	—4.4	19,019	26,626	13,334	11,681	87.6	8,112	39,481	19,604,764	13,758	1,698	725,000
El Paso	194,968	131,067	48.8	144,789	50,179	48,165	42,578	88.4	22,696	206,496	20,170,810	48,655	7,501	4,557,000
Erath	18,434	20,760	—11.2	9,916	8,518	5,988	5,192	86.7	3,511	17,195	7,095,013	6,156	*	*
Falls	26,724	35,984	—25.7	7,099	19,625	7,641	6,289	82.3	4,093	22,827	10,624,789	6,819	*	*
Fannin	31,253	41,064	—23.9	7,049	24,204	9,707	8,727	89.9	7,439	20,652	10,901,322	8,268	558	255,000

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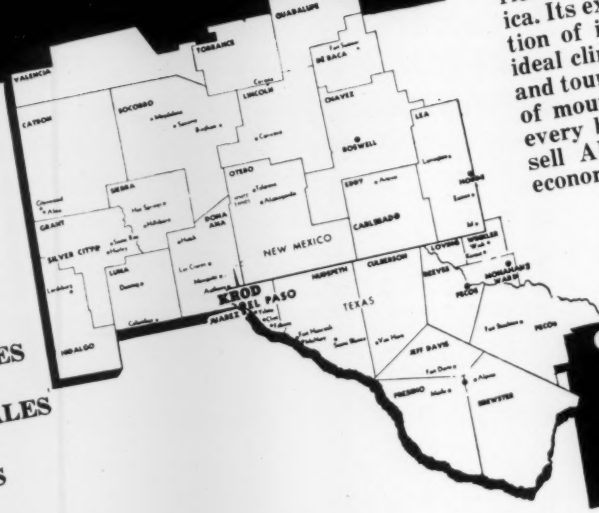
KROD has . . .
the greatest coverage of any station in El Paso regardless of power. . . .

. . . and it gives you El Paso plus 27 counties

Eleven counties in Texas and sixteen in New Mexico make the El Paso-KROD Area one of the largest, richest and most steadily growing markets in America. Its expanding economy is based on a solid foundation of industry, agriculture, commerce, cattle and ideal climate. Copper, cotton, oil, international trade and tourist business are varied and important sources of mounting income, making this area a "must" on every basic list of American Markets. And you can sell ALL the El Paso Southwest best—and most economically—over KROD.

Not included in the population figures shown are over 50,000 military personnel in KROD's .5 millivolt area, and 125,000 Mexicans who live just across the Rio Grande but buy in El Paso.



POPULATION* 532,900
RETAIL SALES $508,523,000
FOOD SALES $111,255,000
GEN. MDSE. SALES $57,945,000
AUTOMOTIVE SALES $101,241,000
DRUG SALES $24,728,000

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS
RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Chairman of the Board Val Lawrence, Pres.
REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Fayette	24,176	29,246	—17.3	2,738	21,438	7,206	5,895	81.8	3,142	21,704	8,445,989	7,801	*	*
Fisher	11,023	12,932	—14.8	3,163	7,860	3,151	2,811	89.2	2,013	7,662	9,062,626	3,365	*	*
Floyd	10,535	10,659	—1.2	3,210	7,325	3,163	2,878	91.0	2,088	11,570	18,309,432	3,730	*	*
Foard	4,216	5,237	—19.5		4,216	1,244	1,117	89.8	887	4,128	5,094,629	1,395	*	*
Fort Bend	31,056	32,963	—5.8	6,210	24,846	7,945	6,571	82.7	3,319	30,904	12,474,675	10,475	883	528,000
Franklin	6,257	8,378	—25.3	378	5,879	1,938	1,721	88.8	1,342	3,774	1,785,236	1,414	*	*
Freestone	15,696	21,138	—25.7	2,925	12,771	4,555	3,758	82.5	2,238	10,263	2,986,468	3,607	*	*
Frio	10,357	9,207	12.5	4,481	5,876	2,494	1,910	76.6	819	6,926	4,943,489	1,932	*	*
Gaines	8,909	8,136	9.5	3,479	5,430	2,501	2,228	89.1	1,507	12,549	4,232,662	3,759	*	*
Galveston	113,066	81,173	39.3	98,210	14,856	33,149	30,597	92.3	18,060	127,500	2,795,263	31,885	8,215	7,846,000
Garza	6,281	5,678	10.6	3,141	3,140	1,779	1,644	92.4	1,085	6,274	4,279,349	2,255	*	*
Gillespie	10,520	10,670	—1.4	3,854	6,666	3,223	2,720	84.4	1,614	11,930	4,101,283	3,904	*	*
Glasscock	1,089	1,193	—8.7		1,089	325	306	94.1	259	380	2,013,347	367	*	*
Goliad	6,219	8,798	—29.3		6,219	1,735	1,423	82.0	777	4,550	3,159,600	1,621	*	*
Gonzales	21,164	26,075	—18.8	5,659	15,505	5,818	4,759	81.8	2,805	27,541	14,134,887	5,636	*	*
Gray	24,728	23,911	3.4	16,583	8,145	7,762	7,343	94.6	5,740	38,300	5,435,127	10,906	*	*
Grayson	70,467	69,499	1.4	37,654	32,813	21,810	19,847	91.0	14,505	70,578	9,944,326	22,643	*	*
Gregg	61,258	58,027	5.6	37,983	23,275	18,481	16,448	89.0	11,118	94,163	909,095	23,169	*	*
Grimes	15,135	21,960	—31.1	5,188	9,947	4,466	3,501	78.4	2,086	11,396	4,518,740	3,475	*	*
Guadalupe	25,392	25,596	—0.8	9,733	15,659	6,940	5,739	82.7	3,038	20,990	6,270,319	7,176	*	*
Hale	28,211	18,813	50.0	14,044	14,167	8,076	7,406	91.7	3,879	45,049	28,777,239	11,044	*	*
Hall	10,930	12,117	—9.8	3,810	7,120	3,108	2,698	86.8	2,025	12,662	14,300,777	3,499	*	*
Hamilton	10,660	13,303	—19.9	3,077	7,583	3,500	3,073	87.8	2,326	10,715	4,531,632	4,115	57	27,000
Hansford	4,202	2,783	51.0		4,202	1,227	1,156	94.2	583	6,256	12,124,734	1,965	*	*
Hardeman	10,212	11,073	—7.8	4,589	5,623	3,160	2,841	89.9	2,092	9,664	6,270,598	3,154	*	*
Hardin	19,535	15,875	23.1	3,179	16,356	5,495	4,704	85.6	2,295	13,204	321,061	4,604	801	345,000
Harris	806,701	528,961	52.5	726,214	80,487	239,874	221,883	92.5	116,300	998,324	14,591,540	259,588	68,646	60,273,000
Harrison	47,745	50,900	—6.2	22,327	25,418	12,937	10,531	81.4	5,556	36,356	3,762,201	9,284	*	*
Hartley	1,913	1,873	2.1	433	1,480	553	515	93.1	387	581	5,980,944	604	*	*
Haskell	13,736	14,905	—7.8	3,836	9,900	4,001	3,513	87.8	2,600	10,073	17,209,064	4,405	*	*
Hays	17,840	15,349	16.2	9,980	7,860	4,535	3,809	84.0	1,990	13,154	3,002,112	5,121	*	*
Hemphill	4,123	4,170	—1.1	2,700	1,423	1,219	1,115	91.5	820	4,941	4,009,629	1,576	*	*
Henderson	23,405	31,822	—26.5	5,194	18,211	6,874	5,939	86.4	4,208	17,990	3,891,410	5,847	*	*
Hidalgo	160,446	106,059	51.3	91,973	68,473	36,951	28,304	76.6	10,231	111,933	53,314,822	28,085	3,274	1,296,000
Hill	31,282	38,355	—18.4	8,363	22,919	9,687	8,457	87.3	6,347	25,424	14,681,112	10,857	*	*
Hockley	20,407	12,693	60.8	8,264	12,143	5,626	5,052	89.8	2,236	24,637	22,104,419	7,496	*	*
Hood	5,287	6,674	—20.8		5,287	1,730	1,491	86.2	994	4,446	2,994,358	1,767	*	*
Hopkins	23,490	30,274	—22.4	8,991	14,499	7,227	6,302	87.2	5,010	16,476	6,958,369	6,645	*	*
Houston	22,825	31,137	—26.7	5,932	16,893	6,353	5,063	79.7	2,740	14,803	5,745,498	4,085	*	*
Howard	26,722	20,990	27.3	17,286	9,436	7,575	6,871	90.7	4,143	36,813	9,601,055	9,882	*	*
Hudspeth	4,298	3,149	36.5		4,298	1,055	891	84.5	352	2,210	5,549,033	684	*	*
Hunt	42,731	48,793	—12.4	20,616	22,115	13,087	11,818	90.3	9,587	39,985	11,415,162	13,611	963	431,000
Hutchinson	31,580	19,069	65.6	22,164	9,416	9,143	8,631	94.4	4,527	34,351	5,539,056	13,113	*	*
Irion	1,590	1,963	—19.0		1,590	484	428	88.4	354	1,129	2,391,907	532	*	*
Jack	7,755	10,206	—24.0	2,951	4,804	2,461	2,188	88.9	1,652	6,842	4,036,282	2,737	*	*
Jackson	12,916	11,720	10.2	3,855	9,061	3,486	2,928	84.0	1,551	9,815	6,673,065	3,850	*	*
Jasper	20,049	17,491	14.9	4,403	15,646	5,433	4,466	82.2	1,903	17,754	1,554,049	4,130	*	*
Jeff Davis	2,090	2,375	—12.0		2,090	531	443	83.5	275	924	3,498,698	366	*	*
Jefferson	195,083	145,329	34.2	176,319	18,764	56,822	51,765	91.1	30,298	240,136	6,890,186	63,062	24,804	23,525,000
Jim Hogg	5,389	5,449	—1.1	4,302	1,087	1,313	1,117	85.1	564	4,059	1,958,978	1,304	*	*
Jim Wells	27,991	20,239	38.3	19,584	8,407	6,918	5,645	81.6	2,340	27,823	6,861,035	7,245	*	*
Johnson	31,390	30,384	3.3	12,905	18,485	6,759	6,036	89.3	5,988	27,383	9,751,221	10,622	*	*
Jones	22,147	23,378	—5.3	12,096	10,051	6,695	5,992	89.5	4,078	24,919	12,984,847	8,103	*	*
Karnes	17,139	19,248	—11.0	6,822	10,317	4,245	3,451	81.3	1,722	15,358	6,872,758	4,540	*	*
Kaufman	31,170	38,308	—18.6	14,258	16,912	8,519	7,284	85.5	5,306	25,222	8,720,560	7,939	326	162,000
Kendall	5,423	5,080	6.8		5,423	1,759	1,529	86.9	862	5,795	1,758,800	2,341	*	*
Kenedy	632	700	—9.7		632	130	107	82.4	31	76	782,181	113	*	*
Kent	2,249	3,413	—34.1		2,249	658	582	88.4	497	1,341	2,948,369	724	*	*
Kerr	14,022	11,650	20.4	7,691	6,331	4,179	3,723	89.1	2,225	18,903	2,362,362	5,523	*	*
Kimble	4,619	5,064	—8.8		4,619	1,417	1,268	89.5	871	4,268	2,656,109	1,519	*	*
King	870	1,066	—18.4		870	238	205	86.2	209	287	1,789,282	237	*	*
Kinney	2,668	4,533	—41.1		2,668	740	566	76.5	426	1,578	2,560,151	557	*	*
Kleberg	21,991	13,344	64.8	16,898	5,093	5,522	4,650	84.2	1,950	21,777	6,140,806	5,449	*	*
Knox	10,082	10,090	—0.1		10,082	2,820	2,513	89.1	1,582	8,589	12,404,154	3,172	*	*
Lamar	43,033	50,425	—14.7	21,643	21,390	13,009	11,266	86.6	7,816	37,599	8,677,471	9,980	1,067	545,000
Lamb	20,015	17,606	13.7	6,540	13,475	5,650	4,995	88.4	3,141	25,053	23,807,036	7,358	*	*
Lampasas	9,929	9,167	8.3	4,869	5,060	3,148	2,736	86.9	1,770	10,089	3,140,647	3,462	*	*
La Salle	7,485	8,003	—6.5	4,418	3,067	1,810	1,291	71.3	554	5,126	4,100,261	1,478	*	*
Lavaco	22,159	25,485	—13.1	3,144	19,015	6,554	5,387	82.2	2,799	12,645	7,320,334	6,746	*	*

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(Continued on page 196)

RICH . . . IN ALMOST EVERYTHING!

16-county area contains oil, gas, coal, iron ore and other vast mineral deposits, manufacturing, agriculture, live stock (beef and dairying), lumbering—making this area one of the richest and most densely populated in the state. (Population is 40.3 per square mile against 29.4 for Texas as a whole). Building construction is in excess of $90 millions and the end is not in sight.

A mighty good market to sell today—a better market tomorrow!

James R. Curtis, Pres.
Curtis Building, Longview, Texas
Representatives: Donald Cooke, Inc.

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LONGVIEW, TEXAS

ABC
1000 watts fulltime
1370 KC

TEXAS MARKET DATA BY COUNTIES

(Continued from page 195)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Lee	10,144	12,751	—20.4	2,532	7,612	2,904	2,375	81.8	1,180	8,057	3,302,336	2,798	*	*
Leon	12,024	17,733	—32.2		12,024	3,495	2,855	81.7	1,542	6,290	3,100,557	2,159	*	*
Liberty	26,729	24,541	8.9	9,346	17,383	7,570	6,427	84.9	3,267	28,594	4,128,825	770	*	*
Limestone	25,251	33,781	—25.3	6,627	18,624	7,160	6,029	84.2	4,491	16,475	8,167,074	6,539	*	*
Lipscomb	3,658	3,764	—2.8		3,658	1,127	1,065	94.5	794	5,645	7,437,282	1,549	*	*
Live Oak	9,054	9,799	—7.6		9,054	2,253	1,965	87.2	1,128	6,569	5,518,865	2,128	*	*
Llano	5,377	5,996	—10.3	2,954	2,423	1,763	1,521	86.3	1,144	6,151	3,345,465	1,936	*	*
Loving	227	285	—20.4		227	68					146,181	79	*	*
Lubbock	101,048	51,782	95.1	76,783	24,265	28,293	26,030	92.0	11,007	150,465	35,113,211	34,997	1,754	1,154,000
Lynn	11,030	11,931	—7.6	2,848	8,182	3,105	2,850	91.8	2,183	9,709	23,451,092	4,403	*	*
McCullock	11,701	13,208	—11.4	5,944	5,757	3,524	3,084	87.5	2,334	13,050	7,412,519	4,354	*	*
McLennan	130,194	101,898	27.8	95,503	34,691	37,855	32,782	86.6	18,734	142,272	15,865,706	36,303	6,209	3,811,000
McMullen	1,187	1,374	—13.6		1,187	351	286	81.6	198	329	1,525,512	399	*	*
Madison	7,996	12,029	33.5		7,996	2,379	1,951	82.0	944	7,661	2,199,177	2,166	*	*
Marion	10,172	11,457	—11.2	3,164	7,008	2,785	2,170	77.9	950	5,672	666,718	1,707	*	*
Martin	5,541	5,556	—0.3		5,541	1,449	1,307	90.2	827	3,102	9,527,578	2,019	*	*
Mason	4,945	5,378	—8.1		4,945	1,579	1,424	90.2	1,033	4,340	6,047,673	1,642	*	*
Matagorda	21,559	20,066	7.4	12,226	9,333	6,315	5,204	82.4	2,575	24,810	10,239,933	6,518	170	97,000
Maverick	12,292	10,071	22.1	7,276	5,016	2,678	1,979	73.9	872	12,386	4,905,537	2,057	*	*
Medina	17,013	16,106	5.6	4,188	12,825	4,480	3,857	86.1	1,949	11,104	5,920,837	4,775	*	*
Menard	4,175	4,521	—7.7	2,685	1,490	1,248	1,118	89.6	816	5,114	3,095,648	1,174	*	*
Midland	25,785	11,721	120.0	21,713	4,072	7,676	6,786	88.4	2,430	32,935	6,339,415	11,451	*	*
Milam	23,585	33,120	—28.8	5,052	18,533	6,953	5,799	83.4	3,873	20,236	8,296,747	6,556	*	*
Mills	5,999	7,951	—24.6		5,999	1,922	1,697	88.3	1,319	4,653	3,486,128	1,868	*	*
Mitchell	14,357	12,477	15.1	6,774	7,583	4,065	3,508	86.3	2,175	12,661	7,505,843	5,281	*	*
Montague	17,000	20,442	—16.5	7,566	9,504	5,435	4,810	88.5	3,424	16,090	3,439,138	5,974	*	*
Montgomery	24,504	23,055	6.3	7,298	17,206	7,007	5,893	84.1	2,899	19,099	1,575,265	6,318	260	133,000
Moore	13,349	4,461	199.2	6,127	7,222	3,739	3,627	97.0	1,048	12,193	7,453,034	5,134	*	*
Morris	9,433	9,810	—3.8		9,433	2,622	2,200	83.9	972	5,444	958,796	1,929	*	*
Motley	3,963	4,994	—20.6		3,963	1,992	1,773	89.0	856	4,595	6,078,878	1,256	*	*
Nacogdoches	30,326	35,392	—14.3	12,327	17,999	8,490	7,174	84.5	4,207	23,671	4,329,326	6,484	*	*
Navarro	39,916	51,308	—22.2	19,211	20,705	12,020	10,337	86.0	7,789	35,175	13,487,901	11,210	1,559	892,000
Newton	10,832	13,700	—20.9		10,832	2,773	2,249	81.1	1,156	4,234	772,529	1,424	*	*
Nolan	19,808	17,309	14.4	13,619	6,189	5,915	5,300	89.6	3,218	25,216	5,992,355	8,296	*	*
Nueces	165,471	92,661	78.6	141,092	24,379	43,914	37,415	85.2	15,366	186,702	20,201,676	47,441	4,937	3,936,000
Ochiltree	6,024	4,213	43.0	4,417	1,607	1,824	1,749	95.9	966	11,803	11,715,424	2,681	*	*
Oldham	1,672	1,385	20.7		1,672	434	416	95.8	307	1,629	4,403,837	574	*	*
Orange	40,567	17,382	133.4	23,713	16,854	11,136	9,666	86.8	2,838	34,283	1,395,315	11,069	4,325	3,049,000
Palo Pinto	17,154	18,456	—7.1	7,801	9,353	5,703	5,235	91.8	3,327	18,564	3,014,563	5,417	*	*
Panola	19,250	22,513	—14.5	4,750	14,500	5,150	4,244	82.4	2,051	12,578	2,815,368	4,157	*	*
Parker	21,528	20,482	5.1	8,093	13,435	6,666	5,799	87.0	3,455	20,230	6,471,440	7,206	*	*
Parmer	5,787	5,890	—1.7		5,787	1,653	1,552	93.9	1,141	5,635	10,718,026	2,206	*	*
Pecos	9,939	8,185	21.4	4,444	5,495	2,653	2,309	86.7	1,239	10,935	5,143,902	3,326	*	*
Polk	16,194	20,635	—21.5	2,865	13,329	4,573	3,873	84.7	2,374	12,093	1,421,513	3,138	*	*
Potter	73,366	54,265	35.2	67,950	5,416	22,833	21,897	95.9	13,388	148,064	4,206,134	27,636	*	*
Presidio	7,354	10,925	—32.7	3,603	3,751	1,893	1,469	77.6	792	7,153	4,613,650	1,578	*	*
Rains	4,266	7,334	—41.8		4,266	1,259	1,083	86.0	953	1,700	1,597,983	1,125	*	*
Randall	13,774	7,185	91.7	10,857	2,917	4,053	3,842	94.8	1,702	9,486	12,420,244	4,787	*	*
Reagan	3,127	1,997	56.6		3,127	930	893	96.0	477	5,067	1,364,903	1,314	*	*
Real	2,479	2,420	2.4		2,479	712	609	85.5	332	1,302	842,746	561	*	*
Red River	21,851	29,769	—26.6	4,353	17,498	6,352	5,317	83.7	3,711	12,926	5,058,859	4,101	*	*
Reeves	11,745	8,006	46.7	8,054	3,691	3,183	2,648	83.2	1,203	15,997	7,925,793	3,631	*	*
Refugio	10,113	10,383	—2.6	4,666	5,447	2,740	2,387	87.1	1,628	9,493	3,941,276	3,014	*	*
Roberts	1,031	1,289	—20.0		1,031	335	319	95.2	293	931	3,742,657	480	*	*
Robertson	19,908	25,710	—22.6	7,420	12,488	5,615	4,610	82.1	2,496	14,506	5,902,086	4,595	*	*
Rockwall	6,156	7,051	—12.7		6,156	1,782	1,581	88.7	1,143	4,413	2,256,741	2,696	*	*
Runnels	16,771	18,903	—11.3	7,978	8,793	5,015	4,478	89.3	3,337	16,237	12,059,783	6,505	*	*
Rusk	42,348	51,023	—17.0	7,876	34,472	12,121	10,485	86.5	7,200	33,544	3,897,372	12,062	*	*
Sabine	8,568	10,896	—21.4		8,568	2,344	1,936	82.6	1,032	3,643	630,843	1,392	*	*
San Augustine	8,837	12,471	—29.1	2,510	6,327	2,354	1,876	79.7	867	5,571	1,143,233	1,617	*	*
San Jacinto	7,172	9,056	—20.8		7,172	1,947	1,488	76.4	459	2,033	872,625	816	*	*
San Patricio	35,842	28,871	24.1	16,068	19,774	8,821	7,515	85.2	4,028	27,382	16,458,227	8,253	279	189,000
San Saba	8,666	11,012	—21.3	3,400	5,266	2,606	2,246	86.2	1,768	8,342	6,445,807	2,651	*	*
Schleicher	2,852	3,083	—7.5		2,852	845	758	89.7	518	2,747	3,926,920	995	*	*
Scurry	22,779	11,545	97.3	12,010	10,769	6,558	5,751	87.7	2,051	25,540	8,110,903	8,514	*	*
Shackelford	5,001	6,211	—19.5		5,001	1,608	1,500	93.3	1,256	5,109	3,055,571	2,093	*	*
Shelby	23,479	29,235	—19.7	4,323	19,156	6,760	5,550	82.1	3,131	14,688	3,389,752	4,359	*	*
Sherman	2,443	2,026	20.6		2,443	713	683	95.8	435	4,541	10,390,030	1,256	*	*
Smith	74,701	69,090	8.1	38,968	35,733	21,507	18,905	87.9	11,230	80,563	6,334,574	21,041	2,617	1,654,000
Somervell	2,542	3,071	—17.2		2,542	835	714	85.5	432	1,825	784,474	945	*	*
Starr	13,948	13,312	4.8	3,992	9,956	2,973	2,301	77.4	630	6,028	3,738,454	1,858	*	*
Stephens	10,597	12,356	—14.2	6,610	3,987	3,459	3,096	89.5	2,439	14,321	2,906,373	4,417	*	*
Sterling	1,282	1,404	—8.7		1,282	380	355	93.5	264	1,545	1,824,093	526	*	*
Stonewall	3,679	5,589	—34.2		3,679	1,051	932	88.7	807	2,114	4,113,901	1,096	*	*
Sutton	3,746	3,977	—5.8	2,633	1,113	999	939	94.0	572	4,723	3,125,819	1,140	*	*
Swisher	8,249	6,528	26.4	3,222	5,027	2,448	2,318	94.7	1,399	9,990	16,181,000	3,143	*	*
Tarrant	361,253	225,521	60.2	323,270	37,983	109,137	101,061	92.6	52,082	508,032	12,638,117	125,623	36,798	25,303,000
Taylor	63,370	44,147	43.5	45,570	17,800	18,488	17,083	92.4	9,023	85,688	6,869,830	22,994	*	*
Terrell	3,189	2,952	8.0		3,189	876	753	86.0	392	3,006	2,812,033	850	*	*
Terry	13,107	11,160	17.4	6,161	6,946	3,642	3,198	87.8	1,951	17,064	13,249,082	5,304	*	*
Throckmorton	3,618	4,275	—15.4		3,618	1,144	1,033	90.3	737	2,920	3,214,031	1,268	*	*
Titus	17,302	19,228	—10.0	6,342	10,960	5,188	4,415	85.1	2,748	14,635	1,950,683	4,703	*	*
Tom Green	58,929	39,302	49.9	52,093	6,836	16,977	15,228	89.7	7,770	80,249	9,657,974	19,847	1,132	703,000
Travis	160,980	111,053	45.0	135,971	25,009	42,584	37,900	89.0	20,170	169,832	8,768,194	45,500	2,821	1,682,000
Trinity	10,040	13,705	—26.7		10,040	2,964	2,270	76.6	1,387	8,985	1,003,765	1,766	*	*
Tyler	11,292	11,948	—5.5		11,292	3,102	2,627	84.7	1,381	8,544	661,419	2,127	*	*
Upshur	20,822	26,178	—20.5	4,515	16,307	5,905	5,002	84.7	3,344	12,967	2,088,787	4,888	*	*
Upton	5,307	4,297	23.5	3,121	2,186	1,603	1,484	92.6	1,013	6,074	835,151	2,091	*	*
Uvalde	16,015	13,246	20.9	8,674	7,341	4,339	3,497	80.6	1,786	17,311	8,077,674	4,902	*	*
Val Verde	16,635	15,453	7.6	14,211	2,424	4,221	3,250	77.0	1,874	16,057	5,284,724	3,783	*	*
Van Zandt	22,593	31,155	—27.5		22,593	6,930	6,195	89.4	4,892	14,942	6,487,461	6,024	*	*
Victoria	31,241	23,741	31.6	16,126	15,115	8,785	7,819	89.0	3,756	36,605	6,270,605	10,196	*	*
Walker	20,163	19,868	1.5	9,820	10,343	4,820	4,030	83.6	1,951	14,522	2,008,325	3,889	*	*
Waller	11,961	10,280	16.4		11,961	3,010	2,456	81.6	976	9,405	4,441,840	3,028	*	*
Ward	13,346	9,575	39.4	6,311	7,035	3,752	3,358	89.5	1,801	15,094	1,515,747	4,645	*	*
Washington	20,542	25,387	—19.1	6,941	13,601	6,087	4,760	78.2	2,318	16,995	5,879,563	5,975	*	*
Webb	56,141	45,916	22.3	51,910	4,231	12,794	9,416	73.6	4,349	49,765	5,415,137	8,794	867	376,000
Wharton	36,077	36,158	—0.2	10,687	25,390	9,967	8,472	85.0	4,687	36,712	17,909,727	10,558	*	*
Wheeler	10,317	12,411	—16.9	3,322	6,995	3,005	2,708	90.1	2,246	12,642	6,063,388	3,590	*	*
Wichita	98,493	73,604	33.8	80,393	18,100	26,119	24,003	91.9	15,845	122,040	4,575,410	34,485	2,824	1,957,000
Wilbarger	20,552	20,474	0.4	12,651	7,901	6,099	5,513	90.4	4,012	24,848	12,278,443	7,374	*	*
Willacy	20,920	13,230	58.1	9,136	11,784	4,902	3,873	79.0	1,322	17,153	18,089,803	3,812	*	*
Williamson	38,853	41,698	—6.8	14,022	24,831	11,234	9,661	86.0	6,380	35,625	17,263,931	12,762	685	315,000
Wilson	14,672	17,066	—14.0		14,672	3,731	3,067	82.2	1,477	8,921	6,766,580	3,989	*	*
Winkler	10,064	6,141	63.9	6,912	3,152	2,912	2,638	90.6	1,348	11,782	440,139	4,314	*	*
Wise	16,141	19,074	—15.4	2,922	13,219	5,044	4,464	88.5	3,043	12,062	6,097,419	4,604	*	*
Wood	21,308	24,360	—12.5	5,760	15,548	6,303	5,452	86.5	3,579	18,342	2,345,736	5,922	*	*
Yoakum	4,339	5,354	—19.0		4,339	1,200	1,092	91.0	987	2,971	2,458,377	1,585	*	*
Young	16,810	19,004	—11.5	10,507	6,303	5,335	4,807	90.1	3,685	21,360	4,130,897	6,809	*	*
Zapata	4,405	3,916	12.5		4,405	955	728	76.2	170	959	1,163,694	452	*	*
Zavala	11,201	11,603	—3.5	7,198	4,003	2,543	1,765	69.4	721	6,524	8,851,773	2,053	*	*

*** Figures for these counties not available except in combination with other counties.**

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

Pardner,

MERCHANDISE MOVES..

In the South's No. 1 Market!

Sixteen Fabulous counties surrounding Fort Worth and Dallas---the WBAP-TV market---foremost in the South, ahead of Houston and Miami!

Here's where merchandise of all types MOVES---here's where livestock, aircraft, grain, oil and other important industries boosted total buying income to $1,950-527,870 during 1951 . . . and where an increase of 50,000 in the number of television sets was noted in the period June 1951-June 1952. Half a million viewers in this wealthy region have money in their pockets---and purchases in mind.

Cable Connection July 1, 1952

For coverage that counts — in a prosperous 16-county primary area, PLUS out-lying non-metropolitan areas too — it's WBAP-TV . . . FIRST in the First Market of the South! Write us direct for additional details, or see your Free & Peters man.

Concentrated Market Figures of the WBAP-TV Primary Area Prove Its Value (16 Counties Primary Area)*

POPULATION (1951)	1,615,080
FAMILIES (1951)	378,787
RETAIL SALES (1951)	$1,520,254,110
FOOD SALES (1951)	$ 549,612,130
GENERAL MERCHANDISE SALES (1951)	$ 313,696,870
HOME FURNITURE SALES (1951)	$ 71,653,170
AUTO SALES (1951)	$ 558,624,090
DRUG SALES (1951)	$ 49,263,460
NET BUYING INCOME (1951)	$1,950,527,870

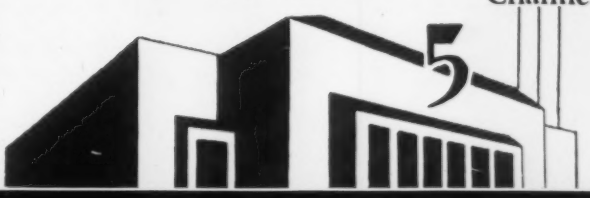
Copyright 1952 Sales Management Survey of Buying Power

*WBAP-TV's proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of $2,059,150,000.

WBAP THE STAR TELEGRAM STATION

- *CLEAREST PICTURE*
- *STRONGEST SIGNAL*
- *HIGHEST HOOPERS*
- *BEST PROGRAMS*

WBAP AM-FM-TV 570 - 820 Channel



STAR-TELEGRAM STATION • AFFILIATED with ABC • NBC •
FORT WORTH, TEXAS
FREE & PETERS INC. *Exclusive National Representatives*

AMON CARTER, *Chairman* HAROLD HOUGH, *Director*
AMON CARTER JR., *President* GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Manager*

UTAH

SPOT RATE FINDER

BRIGHAM CITY, 6,790 pop.; Box Elder Co.; TV alloc.: Chan. 36.

KBUH, 250w-D, 800kc, Continental

	SB	1M	5M	15M	30M	1 Hr
D		9.10	14.00	28.00	42.00	70.00

CEDAR CITY, 6,106 pop.; Iron Co.; TV alloc.: Chan. 5.

KSUB, 1kw, 590kc, CBS

D	6.00	6.00	7.50	15.00	25.00	50.00
N	6.00	6.00	7.50	15.00	25.00	50.00

LOGAN, 16,832 pop.; 4,830 homes; 98.5% radio; 4,758 radio homes; Cache Co.; TV alloc.: Chans. 12, 30, *46.

KVNU, 1kw, 610kc, MBS

D	4.50	5.00	8.00	13.50	21.50	32.50
N	5.00	6.00	9.50	14.50	23.00	40.00

MURRAY, 9,006 pop.; Salt Lake Co.

KMUR, 250w, 1230kc

D		3.75	13.80	20.70	27.60	48.30
N		3.75	13.80	20.70	27.60	48.30

OGDEN, 57,112 pop.; 16,976 homes; 98.4% radio; 16,704 radio homes; Weber Co.; TV alloc.: Chans. 9, *18, 24.

2 AM non-affiliates, average 1-time rates

D	3.00	3.85	5.65	10.95	19.25	27.50

KLO, 5kw, 1430kc, MBS, Avery-Knodel

D	8.45	8.45	13.00	26.00	39.00	65.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KOPP, 1kw-D, 730kc, KBS

D			5.00	10.00	17.50	20.00

KVOG, 250w, 1490kc

D	3.00	3.85	6.30	11.90	21.00	35.00
N	3.50	4.40	7.20	13.60	24.00	40.00

PRICE, 6,010 pop.; Carbon Co.; TV alloc.: Chan. 6.

KOAL, 250w, 1230kc, MBS, KBS, Avery-Knodel

D		3.75	6.00	12.00	18.00	30.00
N		3.75	6.00	12.00	18.00	30.00

PROVO, 28,937 pop.; 7,328 homes; 98.6% radio; 7,225 radio homes; Utah Co.; TV alloc.: Chans. 11, 22, *28.

2 AM non-affiliates, average 1-time rates

D		2.50	3.55	7.10	11.90	21.50
N		3.80	4.85	9.75	15.75	28.00

KCSU, 250w, 1400kc, Biddick

D		2.50	4.60	9.20	13.80	23.00
N		3.80	7.20	14.50	21.50	36.00

KNEU, 250w, 1450kc, Continental

D			2.50	5.00	10.00	20.00
N			2.50	5.00	10.00	20.00

KOVO, 1kw, 960kc, MBS, Avery-Knodel

D	3.31	3.31	5.52	11.04	17.66	27.60
N	5.00	5.00	7.60	14.80	23.20	40.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

RICHFIELD, 4,212 pop.; Sevier Co.; TV alloc.: Chan. 13.

KSVC, 1kw-D, 690kc, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	3.90	3.90	6.00	12.00	18.00	30.00

ST. GEORGE, 4,562 pop.; Washington Co.; TV alloc.: Chan. 18.

SALT LAKE CITY, 182,121 pop.; 54,355 homes; 98.7% radio; 53,648 radio homes; Salt Lake Co.; TV alloc.: Chans. 2, 4 (KDYL-TV), 5 (KSL-TV), *7, 20, 26.

4 AM affiliates, average 1-time rates

D	17.88	19.28	28.80	47.55	73.58	110.75
N	33.87	33.25	49.33	83.25	126.75	197.50

KALL, 1 kw, 910kc, MBS, Avery-Knodel, Hooper

D	10.14	15.60	23.40	31.20	46.80	78.00
N	15.60	24.00	36.00	48.00	72.00	120.00

KDYL, 5kw, 1320kc, NBC, Blair, BMB, Hooper

D	18.50	18.50	25.00	50.00	75.00	110.00
N	36.00	36.00	25.00	100.00	150.00	220.00

KDYL-FM, Chan. 254, 98.7mc, 9kw, Bonus

KDYL-TV, Chan. 4, 2kw-aur.; 4kw-vis.; NBC, Blair-TV

D	37.50	37.50	50.00	80.00	120.00	200.00
N	75.00	75.00	100.00	160.00	240.00	400.00

KNAK, 1kw-D, 500w-N, 1280kc, Forjoe

D		8.00	9.00	24.00	35.00	60.00
N		10.00	15.00	35.00	55.00	90.00

KSL, 50kw, 1160kc, CBS, CBS Radio Spot Sales

D	25.00	30.00	40.00	70.00	107.50	160.00
N	50.00	50.00	80.00	130.00	200.00	300.00

KSL-FM, Chan. 262, 100.3mc, 5.9kw

D				11.25	18.00	30.00
N				15.00	24.00	40.00

KSL-TV, Chan. 5, 9.6kw-aur.; 18.4kw-vis.; ABC, CBS, DuMont, CBS TV Spot Sales

D	21.33	26.66	40.00	53.33	80.00	133.33
N	64.00	80.00	120.00	160.00	240.00	400.00

KUTA, 5kw, 570kc, ABC, Hollingbery, Hooper

D		13.00	23.00	39.00	65.00	95.00
N		23.00	32.00	55.00	85.00	150.00

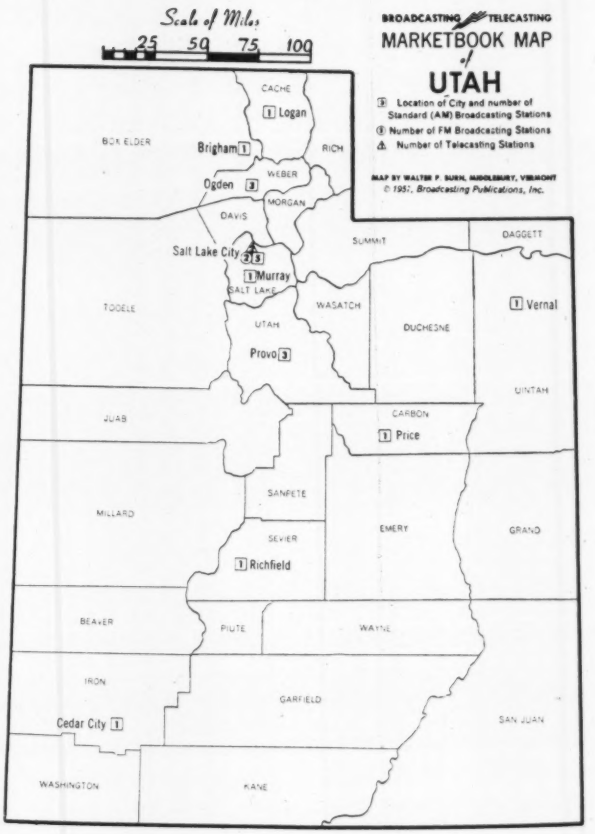
TOOELE, 7,269 pop.; Tooele Co.; TV alloc.: Chan. 44.

VERNAL, 2,845 pop.; Uintah Co.; TV alloc.: Chan. 3.

KJAM, 250w, 1340kc, KBS

D			7.50	12.00	18.00	30.00
N			7.50	12.00	18.00	30.00

* * *



* * *

MARKET INDICATORS FOR UTAH

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	688,862	'50	550,310	'40
Urban Population	449,855	'50	(1) 305,493	'40
Rural Population	239,007	'50	(1) 244,817	'40
Total Homes	186,035	'50	139,487	'40
Percentage Radio	98.5%	'50	92.4%	'40
Radio Homes	183,873	'50	126,418	'40
Retail Sales	$ 726,715,000	'51	$ 577,133,000	'48
Automobiles	264,711	'51	247,317	'50
Telephones	212,800	'52	116,200	'45
New Construction	$ 144,000,000	'51	$ 48,600,000	'40
Median Family Income	$ 3,001	'49		
Farm Income	$ 130,707,725	'49	$ 96,575,634	'44
Employed	228,866	'50	148,386	'40
Internal Revenue Collections	$ 109,488,679	'51	$ 84,012,613	'50

(1) Old urban definition of Census Bureau.
Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

UTAH MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Beaver	4,856	5,014	—3.2		4,856	1,343	1,297	96.6	1,050	4,307	$ 2,139,097	(1)	$3,143	1,469
Box Elder	19,734	18,832	4.8	6,790	12,944	5,234	5,171	98.8	4,134	22,352	13,225,654		2,765	6,300
Cache	33,536	29,797	12.5	16,832	16,704	9,143	9,052	99.0	6,981	37,414	11,163,353		2,695	9,835
Carbon	24,901	18,459	34.9	12,313	12,538	6,424	6,225	96.9	3,836	28,406	975,054		3,499	7,827
Daggett	364	564	—35.5		364	102	89	87.5	76	138	251,157			130
Davis	30,867	15,784	95.6	14,183	16,684	7,964	7,900	99.2	3,503	21,103	6,256,107		3,281	9,562
Duchesne	8,134	8,958	—9.2		8,134	1,951	1,877	96.2	1,467	7,379	3,812,545		2,145	2,552
Emery	6,304	7,072	—10.9		6,304	1,640	1,606	97.9	1,341	2,752	2,186,372		2,379	1,987
Garfield	4,151	5,253	—21.0		4,151	1,017	977	96.1	835	2,469	1,443,798		2,154	1,137
Grand	1,903	2,070	—8.1		1,903	554	525	94.7	347	1,272	467,802			642
Iron	9,642	8,331	15.7	6,106	3,536	2,502	2,454	98.1	1,794	16,030	3,790,567		3,198	3,253
Juab	5,931	7,392	—19.1	2,990	2,991	1,690	1,656	98.0	1,736	6,592	2,005,034		2,757	1,778
Kane	2,299	2,561	—10.2		2,299	583	572	98.1	442	1,944	625,540		2,250	696
Millard	9,387	9,613	—2.4		9,387	2,462	2,418	98.2	1,890	9,695	7,967,586		2,486	2,790
Morgan	2,519	2,611	—3.5		2,519	680	662	97.4	576	2,479	1,611,004		2,731	825
Piute	1,911	2,203	—13.3		1,911	494	481	97.4	436	803	1,128,798			531
Rich	1,673	2,028	—17.5		1,673	457	446	97.5	468	916	2,379,499			527
Salt Lake	274,895	211,623	29.9	233,439	41,456	78,447	77,506	98.8	52,972	319,680	12,137,826		3,556	99,783
San Juan	5,315	4,712	12.8		5,315	1,121	1,029	91.8	405	1,798	3,324,525		2,011	1,744
Sanpete	13,891	16,022	—13.5		13,891	3,920	3,869	98.7	3,620	11,327	10,480,628		2,101	4,214
Sevier	12,072	12,112	—0.3	4,212	7,860	3,287	3,231	98.3	2,571	15,045	7,131,752		2,595	3,795
Summit	6,745	8,714	—22.6		6,745	1,868	1,776	95.1	2,020	5,441	3,017,987		2,855	2,019
Tooele	14,636	9,133	60.3	7,269	7,367	4,033	3,956	98.1	2,120	13,650	1,394,866		3,473	4,673
Uintah	10,300	9,898	4.1	2,845	7,455	2,525	2,434	96.4	1,677	9,458	4,126,503		2,448	3,002
Utah	81,912	57,382	42.7	64,939	16,973	20,570	20,159	98.0	12,696	77,348	13,058,449		3,130	24,057
Wasatch	5,574	5,754	—3.1	2,936	2,638	1,455	1,432	98.4	1,265	6,173	2,416,063		2,862	1,580
Washington	9,836	9,269	6.1	4,562	5,274	2,534	2,417	95.4	1,677	8,649	3,897,582		2,229	2,906
Wayne	2,205	2,394	—7.9		2,205	526	512	97.4	391	927	1,509,564		2,109	643
Weber	83,319	56,714	46.9	70,439	12,880	23,559	23,253	98.7	14,092	91,168	6,518,657		3,426	16,978

(1) Utah automobile registrations are not compiled on a county basis. Total 1951 passenger car registrations for the state: 210,940.
Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

XUM

VERMONT

SPOT RATE FINDER

BENNINGTON, 8,002 pop.; Bennington Co.; TV alloc.: Chan. 33.

BRATTLEBORO, 9,606 pop.; Windham Co.; TV alloc.: Chan. 58.

WTSA, 250w, 1450kc, ABC

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

BURLINGTON, 33,155 pop.; 8,804 homes; 98.4% radio; 8,663 radio homes; Chittenden Co.; TV alloc.: Chans. *16, 22.

2 AM affiliates, average 1-time rates

D	8.00	8.00	13.25	25.00	37.50	62.50
N	12.50	12.50	19.75	40.00	60.00	100.00

WCAX, 5kw, 620kc, CBS, Weed

D	10.00	10.00	16.50	30.00	45.00	75.00
N	16.50	16.50	27.50	50.00	75.00	125.00

WJOY, 250w, 1230kc, ABC, Rambeau, Nowlin

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.50	8.50	12.00	30.00	45.00	75.00

MONTPELIER, 8,599 pop.; Washington Co.; TV alloc.: Chans. 3, 40.

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WSKI, 250w, 1240kc, ABC, Grant, Borgatti

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	8.00	16.00	24.00	40.00
N	5.70	5.70	12.00	24.00	36.00	60.00

NEWPORT, 5,217 pop.; Orleans Co.; TV alloc.: Chan. 46.

RUTLAND, 17,659 pop.; 5,239 homes; 98.7% radio; 5,171 radio homes; Rutland Co.; TV alloc.: Chan. 49.

WHWB, 1kw-D, 1000kc

D	6.00	6.00	12.00	24.00	36.00	60.00

WSYB, 1kw, 1380kc, MBS, McGillvra, Bannan

D	2.00	3.00	6.00	12.00	18.00	30.00
N	4.00	5.00	12.00	18.00	36.00	60.00

ST. ALBANS, 8,552 pop.; Franklin Co.; TV alloc.: Chan. 34.

WWSR, 1kw, 1420kc, Walker, Bannan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

ST. JOHNSBURY, 7,370 pop.; Caledonia Co.; TV alloc.: Chan. 30.

WTWN, 250w, 1340kc, McGillvra

D	3.00	4.00	8.00	15.00	22.50	35.00
N	5.00	5.50	10.00	20.00	30.00	50.00

WATERBURY, 3,153 pop.; Washington Co.

WDEV, 1kw, 550kc, MBS, Walker, Bannan

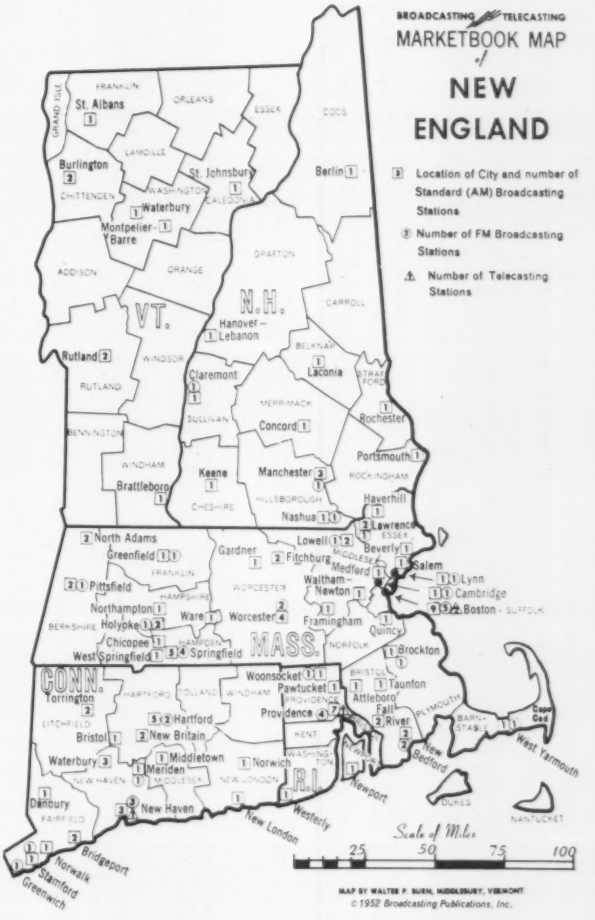
D	8.00	8.00	12.00	24.00	36.00	60.00
N	8.00	8.00	12.00	24.00	36.00	60.00

* * *

MARKET INDICATORS FOR VERMONT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	377,747	'50	359,231	'40
Urban Population	137,612	'50	123,239	'40
Rural Population	240,135	'50	235,992	'40
Total Homes	103,535	'50	92,435	'40
Percentage Radio	96.8%	'50	88.6%	'40
Radio Homes	108,976	'50	80,253	'40
Retail Sales	$ 345,756,000	'51	$ 334,959,000	'48
Automobiles	123,988	'51	120,598	'50
Telephones	97,700	'52	70,100	'45
New Construction	$ 27,600,000	'47	$ 19,300,000	'40
Median Family Income	$ 2,101	'49		
Farm Income	$ 86,988,103	'49	$ 70,258,645	'44
Employed	137,277	'50	123,692	'40
Internal Revenue Collections	$ 48,480,450	'51	$ 37,110,077	'50

* * *



MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
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* * *

VERMONT MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Addison	19,442	17,944	8.3	3,614	15,828	4,989	4,789	96.0	3,705	13,935	$10,060,449	(1)	$2,205	7,231
Bennington	24,115	22,286	8.2	8,002	16,113	7,016	6,799	96.9	5,459	22,312	2,744,256		2,704	9,291
Caledonia	24,049	24,320	—1.1	7,370	16,679	6,865	6,638	96.7	5,634	23,842	7,013,935		2,405	8,767
Chittenden	62,570	52,098	20.1	42,630	19,940	16,075	15,754	98.0	11,521	63,042	8,311,995		2,822	22,412
Essex	6,257	6,490	—3.6		6,257	1,705	1,618	94.9	1,376	2,999	1,337,224		2,538	2,270
Franklin	29,894	29,601	1.0	8,552	21,342	8,074	7,904	97.9	6,472	25,243	10,872,915		2,354	10,412
Grand Isle	3,406	3,802	—10.4		3,406	922	883	95.8	767	1,920	1,664,004		1,926	1,065
Lamoille	11,388	11,028	3.3		11,388	3,015	2,834	94.0	2,381	7,733	4,106,710		2,213	4,032
Orange	17,027	17,048	—0.1		17,027	4,612	4,432	96.1	3,544	12,009	6,395,797		2,153	6,095
Orleans	21,190	21,718	—2.4	5,217	15,973	5,680	5,476	96.4	4,626	18,275	9,461,418		2,186	7,311
Rutland	45,905	45,638	0.6	17,659	28,246	12,872	12,447	96.7	10,285	49,234	7,327,539		2,593	16,399
Washington	42,870	41,546	3.2	22,674	20,196	11,549	11,226	97.2	9,293	39,601	5,968,721		2,905	15,751
Windham	28,749	27,850	3.2	13,487	15,262	8,404	8,017	95.4	6,455	28,769	4,608,374		2,624	11,091
Windsor	40,885	37,862	8.0	8,407	32,478	11,718	11,366	97.0	8,735	36,842	7,016,760		2,795	15,210

Editor's Note: (1) Vermont automobile registrations are not compiled on a county basis. Total passenger car registrations for the state: 108,063.

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

VIRGINIA

ALEXANDRIA, 61,787 pop.; 18,339 homes; 95.9% radio; 17,587 radio homes; Arlington Co.

WPIK, 1kw-D, 730kc

	SB	1M	5M	15M	30M	1 Hr
D	8.00	10.00	18.00	36.00	54.00	90.00

ARLINGTON, 135,449 pop.; 40,279 homes; 97.3% radio; 39,191 radio homes; Arlington Co.

2 AM non-affiliates, average 1-time rates

D	8.50	12.00	20.00	42.50	65.00	100.00

WARL, 1kw-D, 780kc, Nat'l Time Sales

D	8.00	12.00	20.00	45.00	70.00	100.00

WARL-FM, Chan. 286, 105.1mc, 3kw, Nat'l. Time Sales, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WEAM, 5kw, 1390kc, Cooke

	SB	1M	5M	15M	30M	1 Hr
D	9.00	12.00	20.00	40.00	60.00	100.00
N	19.00	30.00	48.00	96.00	144.00	240.00

BEDFORD, 4,061 pop.; Bedford Co.

WBLT, 250w, 1490kc, MBS

D	2.75	3.50	11.50	16.00	20.00	30.00
N	2.75	3.50	11.50	16.00	20.00	30.00

BLACKSBURG, 3,358 pop.; Montgomery Co.; TV alloc.: Chan. *60.

BLACKSTONE, 3,536 pop.; Nottoway Co.

WKLV, 250w, 1490kc, MBS

D	4.75	4.75	10.75	17.00	29.00	48.00
N	4.75	4.75	10.75	17.00	29.00	48.00

(Continued on page 200)

MARKET INDICATORS FOR VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,318,680	'50	2,677,773	'40
Urban Population	1,560,115	'50	(1) 944,675	'40
Rural Population	1,758,565	'50	(1) 1,733,098	'40
Total Homes	845,932	'50	627,532	'40
Percentage Radio	89.5%	'50	67.1%	'40
Radio Homes	752,042	'50	409,978	'40
Retail Sales	$2,397,628,000	'51	$2,221,246,000	'48
Automobiles	984,276	'51	917,744	'50
Telephones	744,300	'52	412,900	'45
New Construction	$ 650,500,000	'51	$ 234,700,000	'40
Farm Income	$ 309,644,442	'49	$ 248,104,323	'44
Internal Revenue Collections	$ 834,489,984	'51	$ 744,061,228	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

VIRGINIA

SPOT RATE FINDER

(Continued from page 199)

BRISTOL, 15,954 pop.; 4,123 homes; 91.8% radio; 3,785 radio homes; Washington Co.; TV alloc.: (see Bristol, Tenn.).

WCYB, 10kw, 690kc, Gill-Keefe & Perna, O'Connor, BMB

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	18.00	36.00	54.00	90.00
N	9.00	9.00	18.00	36.00	54.00	90.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

WFHG, 1kw, 980kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D			10.10	16.80	25.20	42.00
N			12.45	20.70	33.60	56.00

CHARLOTTESVILLE, 25,969 pop.; 7,095 homes; 89.6% radio; 6,357 radio homes; Albemarle Co.; TV alloc.: Chans. *45, 64.

WCHV, 250w, 1240kc, ABC, Walker, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	8.00	16.00	24.00	40.00
N	5.00	7.00	10.00	20.00	30.00	50.00

WINA, 1kw-D, 1280kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	7.50	12.00	20.00	30.00

* * *

CLIFTON FORGE, 5,795 pop.; Alleghany Co.

WCFV, 250w, 1230kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.45	3.50	8.75	14.00	21.00	35.00
N	2.45	3.50	8.75	14.00	21.00	35.00

COVINGTON, 5,860 pop.; Alleghany Co.; TV alloc.: Chan. 44.

WKEY, 250w, 1340kc, ABC

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	7.00	15.00	20.00	30.00
N	5.50	6.00	8.00	18.00	24.00	45.00

* * *

CREWE, 2,030 pop.; Nottoway Co.

WSVS, 1kw-D, 650kc, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	12.75	24.00	37.50	69.00

WSVS-FM, Chan. 284, 104.7mc, 14kw, Bonus daytime only

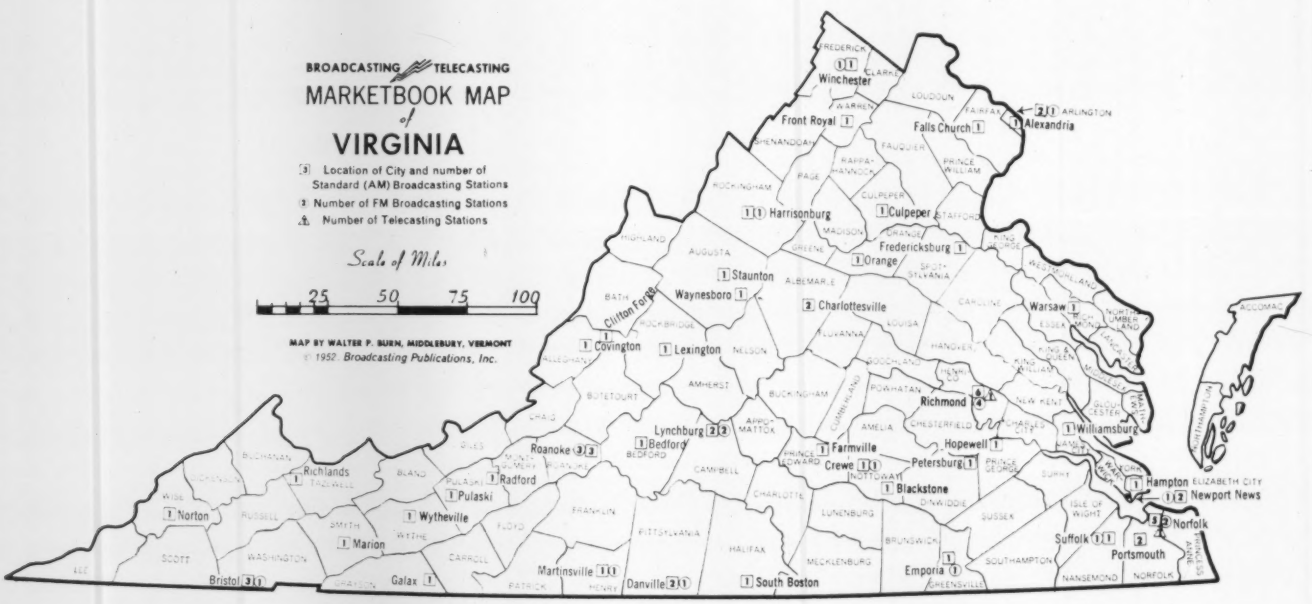
	SB	1M	5M	15M	30M	1 Hr
N	4.50	6.00	12.75	24.00	37.50	69.00

CULPEPPER, 2,527 pop.; Culpepper Co.

WCVA, 250w, 1490kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	10.00	17.50	22.50	40.00
N	4.00	5.00	10.00	17.50	22.50	40.00

* * *



YOU NAME IT!

WCYB's Listeners Make It (or Grow It)!

JOHNSON CITY — KINGSPORT — BRISTOL . . for textiles — building supplies — furniture — tobacco — printing — dairy products — flour — glassware — chemicals — bake goods — plastics — coal — beef — wood products — yarns — paper — feed — cement — hosiery

In the heart of a diversified, money-making area—WCYB is the *only* effective way to reach (and sell) the growing tri-city market of—

JOHNSON CITY (Tenn.)
KINGSPORT (Tenn.)
BRISTOL (Va.-Tenn.)

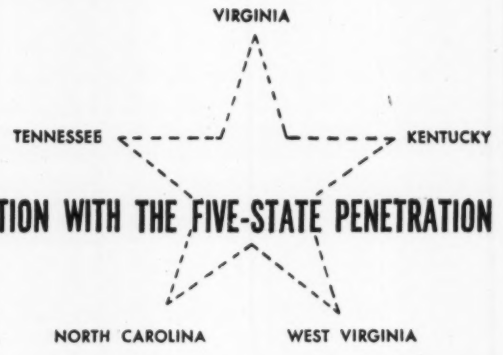
PLUS a giant bonus of 50 BMB counties, with over a million and a half people, in five mid-South states. WCYB talks to them with the persuasion of 10,000 watts on a clear channel of 690 kilocycles.

Why not let WCYB talk to them, too, about what you're selling? Gill-Keefe & Perna have all the facts.

BRISTOL, VA.-TENN.

WCYB . . . . .

10,000 WATTS—690 KC. CLEAR CHANNEL



THE STATION WITH THE FIVE-STATE PENETRATION

KINGSPORT, TENN. **JOHNSON CITY, TENN.**

Represented Nationally by Gill-Keefe & Perna, Inc. **New York — Chicago — Los Angeles — San Francisco**

DANVILLE, 35,066 pop.; 10,018 homes; 86.0% radio; 8,615 radio homes; Pittsylvania Co.; TV alloc.: Chan. 24.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.75	7.00	11.00	22.00	33.00	55.00
N	8.75	10.75	16.25	32.00	50.00	87.50

WBTM, 5kw-D, 1kw-N, 1330kc, ABC, Hollingbery

D	6.00	7.50	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

WBTM-FM, Chan. 250, 97.9mc, 32kw, Bonus

WDVA, 5kw-D, 1kw-N, 1250kc, MBS, Burn-Smith, BMB

D	5.50	6.50	10.00	20.00	30.00	50.00
N	7.50	9.00	12.50	24.00	40.00	75.00

EMPORIA, 5,664 pop.; Greensville Co.; TV alloc.: Chan. 25.

WEVA (FM), Chan. 261, 100.1mc, 0.79kw (CP)

FALLS CHURCH, 7,535 pop.; Fairfax Co.

WFAX, 250w-D, 1220kc

D	3.60	4.80	10.80	16.80	28.80	48.00

FARMVILLE, 4,375 pop.; Prince Edward Co.; TV alloc.: Chan. 19.

WFLO, 1kw-D, 870kc, Clark

D		6.00	14.00	24.00	30.00	50.00

FREDERICKSBURG, 12,158 pop.; 3,238 homes; 96.5% radio; 3,125 radio homes; Spotsylvania Co.; TV alloc.: Chan. 47.

WFVA, 250w, 1230kc, ABC, Conlan

D	4.00	5.00	10.00	17.50	22.50	40.00
N	4.00	5.00	10.00	17.50	22.50	40.00

FRONT ROYAL, 8,115 pop.; Warren Co.; TV alloc.: Chan. 39.

WFTR, 250w, 1450kc, MBS

D	3.00		8.00	12.00	20.00	30.00
N	3.00		8.00	12.00	20.00	30.00

GALAX, 5,248 pop.; Carroll, Grayson Cos.

WBOB, 250w, 1400kc, MBS, Indie Sales

D	4.00	5.00	7.50	15.00	22.00	36.00
N	4.00	5.00	7.50	15.00	22.00	36.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

HAMPTON, 5,966 pop.; Elizabeth City Co.

WVEC, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	5.50	7.50	10.00	18.00	30.00	50.00
N	5.50	7.50	10.00	18.00	30.00	50.00

HARRISONBURG, 10,810 pop.; 2,916 homes; 93.5% radio; 2,726 radio homes; Rockingham Co.; TV alloc.: Chans. 3, 34.

WSVA, 1kw, 550kc, NBC, BMB

D	7.50	7.50	10.00	20.00	30.00	50.00
N	15.00	15.00	20.00	40.00	60.00	100.00

WSVA-FM, Chan. 264, 100.7mc, 6kw, Bonus

HOPEWELL, 10,219 pop.; 2,821 homes; 90.6% radio; 2,556 radio homes; Prince George Co.

WHAP, 250w, 1340kc

D	4.00	5.00	10.00	25.00	40.00	60.00
N	4.00	5.00	10.00	25.00	40.00	60.00

LEXINGTON, 5,976 pop.; Rockbridge Co.; TV alloc.: Chan. 54.

WREL, 250w, 1450kc, MBS, KBS, Cooke

D		3.25	7.25	14.40	24.00	40.00
N		4.00	8.50	16.20	27.00	45.00

LYNCHBURG, 47,727 pop.; 13,422 homes; 89.7% radio; 12,040 radio homes; Campbell Co.; TV alloc.: Chans. 13, 16.

2 AM affiliates, average 1-time rates

D	7.50	7.50	11.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WLVA, 1kw, 590kc, ABC, Hollingbery, BMB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WLVA-FM, Chan. 248, 97.5mc, 3.7kw, Hollingbery, Bonus

WWOD, 1kw, 1390kc, MBS, Walker

D	7.50	7.50	10.00	24.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

WWOD-FM, Chan. 261, 100.1mc, 250w, Walker, Bonus

MARION, 6,982 pop.; Smyth Co.; TV alloc.: Chan. 50.

WMEV, 1kw-D, 1010kc

D	5.00	6.00	12.00	24.00	40.00	60.00

MARTINSVILLE, 17,251 pop.; 4,443 homes; 85.4% radio; 3,839 radio homes; Henry Co.; TV alloc.: Chan. 35.

WMVA, 250w, 1450kc, NBC, KBS

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

WMVA-FM, Chan. 242, 96.3mc, 2.7kw, Bonus

NEWPORT NEWS, 42,358 pop.; 11,760 homes; 89.1% radio; 10,478 radio homes; Warwick Co.; TV alloc.: (See Norfolk-Portsmouth-Newport News).

WGH, 5kw, 1310kc, ABC, Free & Peters

	SB	1M	5M	15M	30M	1 Hr
D	8.00	12.00	16.00	32.00	48.00	80.00
N	16.00	24.00	32.00	64.00	96.00	160.00

WGH-FM, Chan. 243, 96.5mc, 38kw, Free & Peters, Bonus

WHYU, 1kw-D, 1270kc

D		4.00	6.00	14.50	27.00	48.00

NORFOLK, 213,513 pop.; 53,997 homes; 91.3% radio; 49,299 radio homes; Norfolk Co.; TV alloc. (Norfolk-Portsmouth): Chan. 27. Other asgmts.: (Norfolk-Portsmouth-Newport News) Chans. 3 (WTAR-TV, now Chan. 4), 10, 15, *21, 33.

3 AM non-affiliates, average 1-time rates

D		8.53	12.65	20.83	33.50	57.33
N		14.13	22.45	37.83	62.16	103.33

WCAV, 1kw, 850kc, Indie Sales

D	7.50	10.00	14.00	28.00	42.00	70.00
N	12.00	18.00	28.00	56.00	84.00	140.00

WLOW, 250w, 1400kc, Forjoe

D	4.00	7.50	10.00	12.00	18.00	30.00
N	6.00	10.00	15.00	20.00	30.00	50.00

WNOR, 250w, 1230kc, Walker

D		8.10	13.95	22.50	40.50	72.00
N		14.40	24.38	37.50	72.50	120.00

WRAP, 500w-D, 1050kc (CP)

WRVC (FM), Chan. 273, 102.5mc, 8.7kw, Radio Sales (FM Affiliate of WRVA Richmond, Va.)

WTAR, 5kw, 790kc, NBC, Petry, BMB

D	11.25	15.00	20.00	40.00	60.00	100.00
N	22.50	30.00	40.00	80.00	120.00	200.00

WTAR-FM, Chan. 247, 97.3mc, 50kw, Petry, Bonus

WTAR-TV, Chan. 4, 12kw-aur.; 24kw-vis.; NBC, Petry

D	50.00	62.50	100.00	150.00	262.50
N	100.00	125.00	200.00	300.00	525.00

NORTON, 4,315 pop.; Wise Co.; TV alloc.: Chan. 52.

WNVA, 250w, 1450kc, MBS, KBS

D		5.00	9.00	18.00	28.00	40.00
N		5.00	9.00	18.00	28.00	40.00

ORANGE, 2,571 pop.; Orange Co.

WJMA, 250w, 1340kc, MBS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

PETERSBURG, 35,054 pop.; 9,978 homes; 85.0% radio; 8,481 radio homes; Dinwiddie Co., TV alloc.: Chans. 8, 41.

WSSV, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.20	7.00	12.00	20.00	45.00	75.00
N	4.20	7.00	12.00	20.00	45.00	75.00

PORTSMOUTH, 80,039 pop.; 20,065 homes; 89.7% radio; 17,998 radio homes; Norfolk Co.; TV alloc.: (see Norfolk-Portsmouth and Norfolk-Portsmouth-Newport News).

WLOW, 250w, 1400kc, Forjoe (See Norfolk, Va.)

WSAP, 5kw, 1350kc, MBS, Burn-Smith

D	6.00	10.00	15.00	30.00	45.00	75.00
N	10.00	15.00	30.00	60.00	90.00	150.00

PULASKI, 9,202 pop.; Pulaski Co.; TV alloc.: Chan. 37.

WPUV, 250w, 1230kc, NBC, Sears & Ayer

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.50	5.00	10.00	20.00	30.00	50.00

RADFORD, 9,206 pop.; Montgomery Co.

WRAD, 250w, 1340kc

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

RICHLANDS, 4,648 pop.; Tazewell Co.

WRIC, 1kw-D, 1050kc

D	4.00	5.35	8.00	16.00	24.00	40.00

RICHMOND, 230,310 pop.; 64,759 homes; 93.2% radio; 60,355 radio homes; Chesterfield, Henrico Cos.; TV alloc.: Chans. 6 (WTVR(TV)), 12, *23, 29.

4 AM affiliates, average 1-time rates

D	12.40	16.63	23.29	42.80	64.20	107.25
N	23.55	31.00	42.58	78.60	116.40	194.00

2 AM non-affiliates, average 1-time rates

D		9.00	20.00	31.50	52.25	78.75

WANT, 1kw-D, 990kc

D		10.00	20.00	40.00	70.00	100.00

(See Group rates—UBC Network)

WLEE, 5kw, 1480kc, MBS, Forjoe

D	6.50	10.00	14.00	28.00	42.00	70.00
N	10.00	16.00	28.00	56.00	84.00	140.00

WLEE-FM, Chan. 275, 102.9mc, 21.5kw, Bonus

(Continued on page 202)

WANT RESULTS

Use WANT *A UBC Station*

RICHMOND'S LEADING INDEPENDENT, 1,000 Watts 990 KC

Average Daily Mail Count: 800 letters

65 new leads for TV sales for one advertiser in 10 days.

1000 pairs of nylons sold for a leading Richmond Department store with FIVE spots on WANT

More new advertisers in 1952 than other Richmond station.

WANT WANT!

Ask: HFC, BC Remedy, Sulfi-Q, Calo Tabs, Royal Crown, Old Georgetown, SSS Richbrau, Rayla's, Hal's Beer, Sulfur-8.

WANT MORE CALL WANT COLLECT 38368 Richmond, Va.

VIRGINIA

SPOT RATE FINDER

(Continued from page 201)

RICHMOND (Continued)

WMBG, 5kw, 1380kc, NBC, Bolling, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	12.60	14.50	20.16	25.20	37.80	63.00
N	25.20	29.00	40.32	50.40	75.60	126.00

WCOD (FM), Chan. 251, 98.1mc, 47kw

WTVR (TV), Chan. 6, 12kw-aur.; 20kw-vis.; NBC, Blair-TV

D	60.00	66.67	157.50	208.50	270.00	450.00
N	90.00	100.00	210.00	270.00	360.00	600.00

WRNL, 5kw, 910kc, ABC, Petry, Pulse, BMB

D	8.00	14.00	19.00	38.00	57.00	96.00
N	14.00	24.00	32.00	64.00	96.00	160.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

WRNL-FM, Chan. 271, 102.1mc, 50kw, Bonus

WRVA, 50kw, 1140kc, CBS, CBS Radio Spot Sales, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	22.50	28.00	40.00	80.00	120.00	200.00
N	45.00	55.00	70.00	140.00	210.00	350.00

WRVB (FM), Chan. 233, 94.5mc, 25.5kw, CBS Radio Spot Sales, Bonus

WXGI, 1kw-D, 950kc, Indie Sales

D	8.00	23.00	34.50	57.50	

ROANOKE, 91,921 pop.; 26,493 homes; 93.8% radio; 24,850 radio homes; Roanoke Co.; TV alloc.: Chans. 7, 10, 27, *33.

3 AM affiliates, average 1-time rates

D	6.38	8.25	13.50	27.00	40.67	68.00
N	9.25	11.67	22.25	44.50	66.67	111.13

WDBJ, 5kw, 960kc, CBS, Free & Peters, Hooper, Pulse

D	8.50	11.00	16.00	32.00	48.00	80.00
N	12.00	15.00	26.75	53.50	80.00	133.50

WDBJ-FM, Chan. 235, 94.9mc, 41kw, Free & Peters, Bonus

* * *

WROV, 250w, 1240kc, ABC, MBS, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D	4.25	5.25	10.50	21.00	32.00	54.00
N	6.50	8.00	16.00	32.00	48.00	80.00

WROV-FM, Chan. 279, 103.7mc, 0.28kw, Bonus

WSLS, 1kw, 610kc, NBC, Avery-Knodel

D	8.50	14.00	28.00	42.00	70.00
N	12.00	24.00	48.00	72.00	120.00

WSLS-FM, Chan. 256, 99.1mc, 4.7kw, Bonus

SOUTH BOSTON, 6,057 pop.; Halifax Co.; TV alloc.: Chan. 14.

WHLF, 250w, 1400kc, ABC

D	3.50	7.25	14.50	20.50	35.00	
N	3.50	7.25	14.50	20.50	35.00	

STAUNTON, 19,927 pop.; 4,871 homes; 93.4% radio; 4,550 radio homes; Augusta Co.; TV alloc.: Chan. 36.

WTON, 250w, 1400kc, ABC

D	3.36	4.20	8.40	16.80	25.20	42.00
N	4.80	6.00	12.00	24.00	36.00	60.00

SUFFOLK, 12,339 pop.; 3,579 homes; 88.0% radio; 3,150 radio homes; Nansemond Co.

WLPM, 250w, 1450kc, ABC, Sears & Ayer

D	4.00	6.00	8.00	12.50	25.00	50.00
N	4.00	6.00	8.00	12.50	25.00	50.00

* * *

WARSAW, 435 pop.; Richmond Co.

WNNT, 250w-D, 690kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.25	10.00	20.00	30.00	40.00

WAYNESBORO, 12,357 pop.; 3,418 homes; 90.2% radio; 3,083 radio homes; Augusta Co.; TV alloc.: Chan. 42.

WAYB, 250w, 1490kc, MBS, Cooke

D	2.25	3.25	7.25	14.40	24.00	40.00
N	2.40	4.00	8.50	16.20	27.00	45.00

WILLIAMSBURG, 6,735 pop.; James City, York Cos., TV alloc.: Chan. 17.

WILB, 500w-D, 740kc (CP)

WINCHESTER, 13,841 pop.; 4,202 homes; 94.7% radio; 3,979 radio homes; Frederick Co.; TV alloc.: Chan. 28.

WINC, 250w, 1400kc, ABC, Conlan

D	3.50	3.50	10.00	17.00	22.50	30.00
N	3.50	3.50	10.00	17.00	22.50	30.00

WRFL (FM), Chan. 223, 92.5mc, 14kw

D	3.50	3.50	4.00	5.00	10.00	20.00
N	3.50	3.50	4.00	5.00	10.00	20.00

WYTHEVILLE, 5,513 pop.; Wythe Co.

WYVE, 1kw-D, 1280kc, MBS, Devney

D	3.00	4.50	8.00	16.00	24.00	40.00

* * *

VIRGINIA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Accomack	33,832	33,030	2.4	2,724	31,108	9,957	8,802	88.4	5,013	19,954	$11,197,722	(1)	827	288,000
Albemarle	26,662	24,652	8.2		26,662	6,334	5,530	87.3	2,723	48,253	4,008,559		*	*
Alleghany	23,139	22,688	2.0	5,860	17,279	5,873	5,415	92.2	3,709	23,807	458,080		*	*
Amelia	7,908	8,495	—6.9		7,908	1,832	1,445	78.9	635	2,574	2,393,399		265	65,000
Amherst	20,332	20,273	0.3	2,830	17,502	4,276	3,665	85.7	2,112	4,367	1,552,861		68	22,000
Appomattox	8,764	9,020	—2.8		8,764	2,096	1,769	84.4	931	3,725	1,565,682		453	155,000
Arlington	135,449	57,040	137.5	135,449		40,279	39,191	97.3	15,059	172,494	100,244		*	*
Augusta	34,154	42,772	—20.1		34,154	8,262	7,518	91.0	6,747	47,594	10,207,173		*	*
Bath	6,296	7,191	—12.4		6,296	1,550	1,401	90.4	950	2,771	740,215		48	14,000
Bedford	29,627	29,687	—0.2	4,061	25,566	7,278	6,114	84.0	3,462	10,890	4,523,423		1,572	855,000
Bland	6,436	6,731	—4.4		6,436	1,506	1,318	87.5	841	1,510	1,218,424		315	98,000
Botetourt	15,766	16,447	—4.1		15,766	3,990	3,555	89.1	2,308	4,504	2,789,856		229	75,000
Brunswick	20,136	19,575	2.9		20,136	4,416	3,603	81.6	1,608	9,105	4,924,672		806	227,000
Buchanan	35,748	31,477	13.9		35,748	7,244	6,157	85.0	3,112	12,715	332,695		410	138,000
Buckingham	12,288	13,398	—8.3		12,288	2,827	2,259	79.9	995	3,584	1,535,382		432	121,000
Campbell	28,877	26,048	10.9	3,332	25,545	7,105	6,267	88.2	3,195	77,062	3,272,158		*	*
Caroline	12,471	13,945	—10.6		12,471	2,842	2,384	83.9	1,308	5,130	1,955,141		485	135,000
Carroll	26,695	25,904	3.1	2,603	24,092	6,625	5,545	83.7	2,814	6,462	2,706,924		2,436	1,103,000
Charles City	4,676	4,275	9.4		4,676	962	780	81.1	312	613	714,868		*	*
Charlotte	14,057	15,861	—11.4		14,057	3,316	2,636	79.5	1,161	3,909	3,335,083		476	151,000
Chesterfield	40,400	31,183	29.6	8,590	31,180	10,028	9,306	92.8	5,716	9,656	1,917,859		5,551	4,556,000
Clarke	7,074	7,159	—1.2		7,074	1,888	1,705	90.3	1,099	3,830	2,699,597		218	112,000
Craig	3,452	3,769	—8.4		3,452	909	815	89.7	577	1,129	558,158		17	3,000
Culpeper	13,242	13,365	—0.9	2,527	10,715	3,450	2,991	86.7	1,788	11,386	3,936,929		460	215,000
Cumberland	7,252	7,505	3.4		7,252	1,708	1,358	79.5	547	1,283	1,512,314		134	29,000
Dickinson	23,393	21,266	10.0		23,393	4,916	4,238	86.2	2,282	7,089	236,969		77	8,000
Dinwiddie	18,839	18,166	3.7		18,839	3,309	2,780	84.0	1,173	45,391	3,904,737		*	*
Elizabeth City	55,028	32,283	70.5	36,908	18,120	13,808	12,952	93.8	4,537	32,716	539,537		*	*
Essex	6,530	7,006	—6.8		6,530	1,638	1,350	82.4	667	4,372	949,799		399	119,000
Fairfax	98,557	40,929	140.8	26,961	71,596	24,402	23,109	94.7	6,938	28,382	3,764,546		172	69,000
Fauquier	21,248	21,039	1.0		21,248	5,269	4,163	79.0	2,763	15,495	7,035,095		153	63,000
Floyd	11,351	11,967	—5.1		11,351	2,907	2,422	83.3	1,312	3,779	2,249,301		330	72,000
Fluvanna	7,121	7,088	0.5		7,121	1,858	1,438	77.4	729	2,239	798,942		233	45,000
Franklin	24,560	25,864	—5.0		24,560	5,767	4,833	83.8	2,588	9,098	4,218,694		1,309	602,000
Frederick	17,537	14,008	25.2		17,537	4,629	4,296	92.8	2,320	33,280	4,399,223		*	*
Giles	18,956	14,635	29.5	2,520	16,436	4,583	4,129	90.1	2,048	11,490	919,245		4,302	3,336,000
Gloucester	10,343	9,548	8.3		10,343	2,910	2,494	85.7	1,221	5,815	940,149		176	54,000
Goochland	8,934	8,454	5.7		8,934	1,808	1,472	81.4	695	1,830	1,312,237		201	45,000
Grayson	21,379	21,916	—2.5	2,645	18,734	5,616	4,841	86.2	2,777	13,226	2,604,228		1,766	838,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

(Continued on page 204)

YOU **SELL** ROANOKE When You Buy WROV

YOU **BUY MORE** In ROANOKE When You Buy WROV

HOOPER Dec. 1951 thru Feb. 1952

TIME	RADIO SETS IN USE	STA. "B"	WROV	STA. "C"
Mon. thru Fri. 8 AM-12 Noon	22.0	57.6	26.7	15.5
Mon. thru Fri. 12 Noon-6 PM	21.3	69.3	20.3	10.4
Mon. thru Fri. 6 PM-8 PM	34.9	71.3	11.8	16.2
Sun. thru Sat. 8 PM-10 PM	36.8	63.5	14.7	18.5

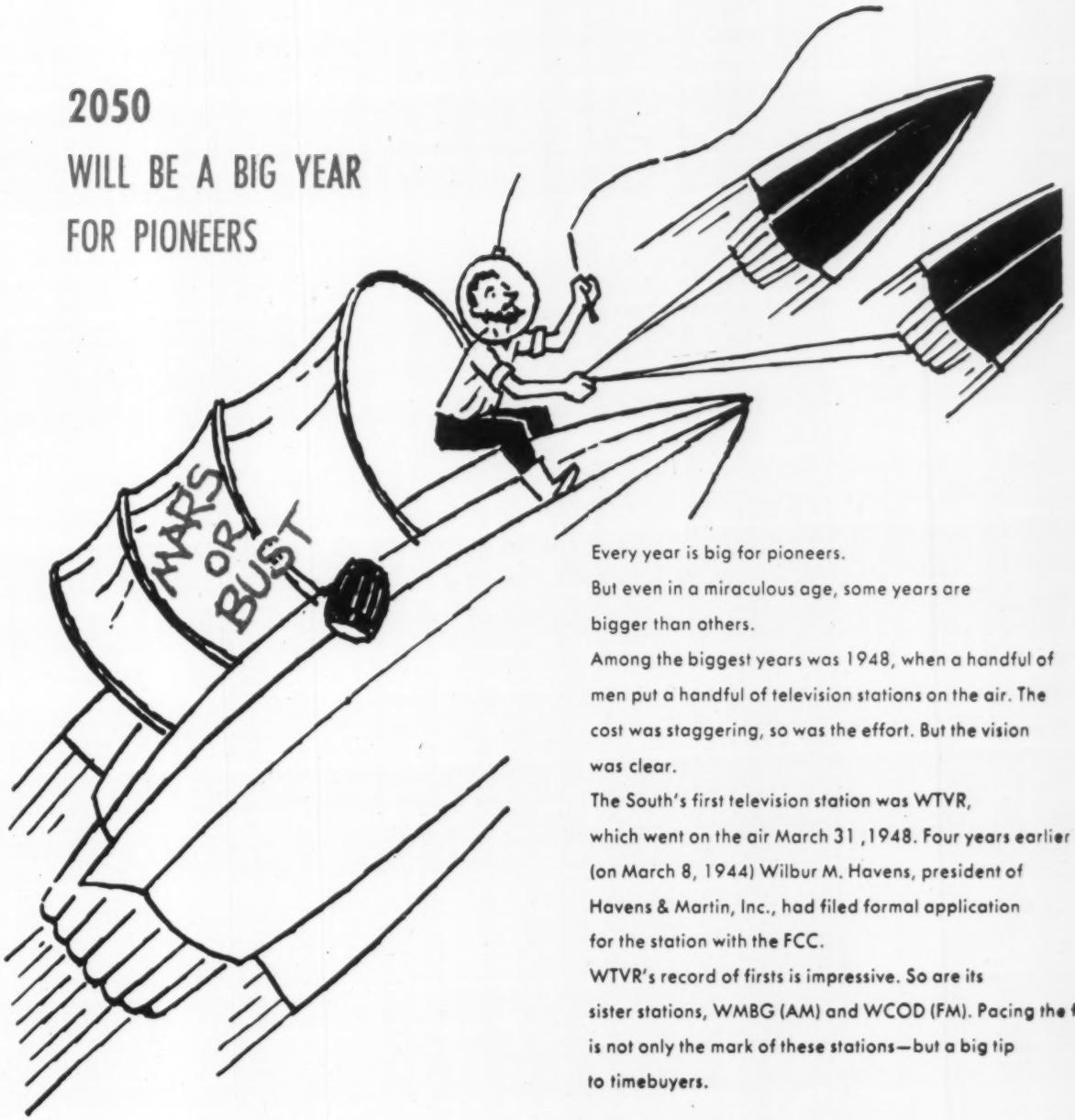
260-Time Rate

CLASS	A	B	C
Sta. "B" 1/4 Hr.	42.75	25.50	17.75
WROV 1/4 Hr.	22.88	15.02	14.30
Sta. "C" 1/4 Hr.	36.00	21.00	13.50
Sta. "B" 1 Min.	12.00	8.75	6.75
WROV 1 Min.	5.72	3.76	3.58
Sta. "C" 1 Min.	9.00	6.37	4.50

WROV SCORES HIGH WITH LISTENERS AND ADVERTISERS IN ROANOKE, VA.

FOR AVAILABILITIES, CALL BURN-SMITH COMPANY, Inc.; or FRANK KOEHLER, General Manager, W R O V, Roanoke, Virginia

2050
WILL BE A BIG YEAR FOR PIONEERS



Every year is big for pioneers.
But even in a miraculous age, some years are bigger than others.
Among the biggest years was 1948, when a handful of men put a handful of television stations on the air. The cost was staggering, so was the effort. But the vision was clear.
The South's first television station was WTVR, which went on the air March 31 ,1948. Four years earlier (on March 8, 1944) Wilbur M. Havens, president of Havens & Martin, Inc., had filed formal application for the station with the FCC.
WTVR's record of firsts is impressive. So are its sister stations, WMBG (AM) and WCOD (FM). Pacing the field is not only the mark of these stations—but a big tip to timebuyers.

WMBG AM
WCOD FM
WTVR TV

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
WMBG Represented Nationally by The Bolling Company
WTVR Represented Nationally by Blair TV, Inc.

VIRGINIA MARKET DATA BY COUNTIES

(Continued from page 202)

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1949 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Greene	4,745	5,218	—9.1		4,745	1,056	817	77.4	324	953	769,162		31	9,000
Greensville	16,319	14,866	9.8	5,664	10,655	3,753	3,089	80.3	1,263	10,088	2,995,184		972	388,000
Halifax	41,442	41,271	605.7		35,385	9,726	7,800	80.2	3,494	18,539	9,450,763		2,358	1,206,000
Hanover	21,985	18,500	18.8	2,610	19,375	5,390	4,565	84.7	2,045	8,122	3,277,940		880	272,000
Henrico	57,340	41,460	36.7	29,198	28,142	16,036	15,026	93.7	9,021	354,938	3,158,756		*	*
Henry	31,219	26,481	17.9	3,421	27,798	7,390	6,474	87.6	3,177	32,164	1,185,785		*	*
Highland	4,069	4,875	—16.5		4,069	1,031	918	89.0	686	876	1,337,055		129	32,000
Isle of Wight	14,906	13,381	11.4		14,906	3,634	2,998	82.5	1,234	7,692	5,816,450		1,592	1,081,000
James City	6,317	4,907	28.7		6,317	1,422	1,275	89.7	569	10,230	687,927		*	*
King and Queen	6,299	6,954	—9.4		6,299	1,506	1,206	80.1	588	1,451	932,623		393	94,000
King George	6,710	5,431	23.5		6,710	1,736	1,439	82.9	553	1,748	707,302		71	18,000
King William	7,589	7,855	—3.4		7,589	1,944	1,650	84.9	903	6,039	1,301,393		999	618,000
Lancaster	8,640	8,786	—1.7		8,640	2,377	2,037	85.7	1,079	5,947	599,798		202	71,000
Lee	36,106	39,296	—8.1		36,106	8,198	6,938	85.0	4,056	11,071	2,969,556		68	19,000
Loudoun	21,147	20,291	4.2		21,147	5,278	4,755	90.1	3,204	14,268	10,541,392		184	92,000
Louisa	12,826	13,665	—6.1		12,826	3,234	2,671	82.6	1,395	5,351	1,595,482		1,055	238,000
Luxenburg	14,116	13,844	2.0		14,116	3,479	2,874	82.6	1,316	7,020	3,771,251		794	244,000
Madison	8,273	8,465	—2.3		8,273	2,018	1,667	82.6	846	2,057	2,163,015		207	60,000
Mathews	7,148	7,149			7,148	2,076	1,794	86.4	1,017	3,660	328,871		119	36,000
Mecklenburg	33,497	31,933	4.9	2,519	30,978	7,814	6,493	83.1	2,600	19,601	7,947,945		2,073	909,000
Middlesex	6,715	6,673	0.6		6,715	1,882	1,566	83.2	683	3,583	961,010		193	55,000
Montgomery	29,780	21,206	40.4	6,325	23,455	7,187	6,511	90.6	3,257	26,394	2,314,662		*	*
Nansemond	25,238	22,771	10.8	4,687	20,551	6,001	5,119	85.3	2,138	27,637	5,843,831		*	*
Nelson	14,042	16,241	—13.5		14,042	3,406	2,864	84.1	1,601	3,799	1,671,487		973	512,000
New Kent	3,995	4,092	—2.4		3,995	962	793	82.4	368	1,903	586,249		*	*
Norfolk	99,937	35,828	178.9	76,622	23,315	26,556	24,113	90.8	6,297	370,552	4,422,691		*	*
Northampton	17,300	17,597	—1.7		17,300	4,772	4,195	87.9	2,401	11,071	7,366,520		694	270,000
Northumberland	10,012	10,463	—4.3		10,012	2,688	2,317	86.2	1,292	4,117	1,345,307		594	238,000
Nottoway	15,479	15,556	—0.5	3,536	11,943	3,906	3,320	85.0	1,737	11,881	2,146,328		558	172,000
Orange	12,755	12,649	0.8	2,571	10,184	3,320	2,888	87.0	1,647	9,955	2,397,319		1,327	681,000
Page	15,152	14,863	1.9	2,731	12,421	3,994	3,519	88.1	2,083	7,553	2,681,373		834	375,000
Patrick	15,642	16,613	—5.8		15,642	3,675	2,989	80.8	1,337	3,934	2,340,455		612	180,000
Pittsylvania	66,096	61,697	7.1	4,872	61,224	15,191	13,064	86.0	6,771	72,140	13,597,394		*	*
Powhatan	5,555	5,671	—2.0		5,556	1,286	1,044	81.2	483	2,050	1,268,738		206	48,000
Prince Edward	15,398	14,922	3.2	4,375	11,023	3,729	3,053	82.0	1,524	10,816	2,137,090		581	231,000
Prince George	19,679	12,226	61.0	4,124	15,555	3,535	3,203	90.6	1,497	13,270	1,494,259		*	*
Prince William	22,612	17,738	27.5		22,612	9,859	8,745	88.7	1,939	19,995	2,906,333		139	75,000
Princess Anne	42,277		111.6	9,893	32,384	5,207	4,707	90.4	2,974	13,363	4,499,928		282	113,000
Pulaski	27,758	22,767	21.9	9,202	18,556	6,980	6,219	89.1	3,410	15,201	1,985,110		2,871	1,546,000
Rappahannock	6,112	7,208	—15.2		6,112	1,460	1,183	81.0	614	1,345	1,725,609		31	4,000
Richmond	6,189	6,634	—6.7		6,189	1,586	1,327	83.7	710	3,548	1,008,973		314	115,000
Roanoke	41,486	42,897	—3.3	14,761	26,725	10,154	9,524	93.8	8,036	154,760	2,498,760		*	*
Rockbridge	23,359	22,384	4.4	5,976	17,383	5,691	5,594	98.3	3,449	16,736	2,607,740		*	*
Rockingham	35,079	31,289	12.1		35,079	8,957	8,043	89.8	4,588	39,163	19,916,632		*	*
Russell	26,818	26,627	0.7		26,818	6,018	5,212	86.6	3,023	9,585	3,090,092		60	19,000
Scott	27,640	26,989	2.4		27,640	6,524	5,454	83.6	2,716	6,260	2,913,743		147	37,000
Shenandoah	21,169	20,898	1.3		21,169	5,810	5,310	91.4	3,677	13,071	6,272,869		701	275,000
Smyth	30,187	28,861	4.6	9,302	20,885	6,936	6,027	86.9	3,342	15,276	3,598,472		2,699	1,564,000
Southampton	26,522	26,442	0.3	4,670	21,852	6,175	5,008	81.1	2,240	13,498	8,508,312		899	391,000
Spotsylvania	11,920	9,905	20.3		11,920	3,044	2,800	92.0	1,301	28,331	1,665,466		*	*
Stafford	11,902	9,548	24.7		11,902	3,104	2,781	89.6	1,350	2,524	723,947		102	24,000
Surry	6,220	6,193	0.4		6,220	1,543	1,288	83.5	674	1,878	2,807,843		124	34,000
Sussex	12,785	12,485	2.4		12,785	2,942	2,377	80.8	935	6,771	4,448,730		1,338	598,000
Tazewell	47,512	41,607	14.2	8,860	38,652	10,964	9,988	91.1	6,292	28,982	2,666,179		1,072	472,000
Warren	14,801	11,354	30.4	8,115	6,686	3,947	3,540	89.7	1,828	12,153	1,434,524		3,459	2,619,000
Warwick	39,875	9,248	331.2	24,649	15,226	9,749	8,784	90.1	1,722	93,822	590,736		*	*
Washington	37,536	38,197	—1.7	5,067	32,469	8,705	7,643	87.8	4,931	36,609	6,458,387		*	
Westmoreland	10,148	9,512	6.7		10,148	2,596	2,149	82.8	885	5,810	1,529,844		305	94,000
Wise	56,336	52,458	7.4	12,403	43,933	13,264	11,593	87.4	6,770	35,054	631,342		654	315,000
Wythe	23,327	22,721	2.7	5,513	17,814	5,686	5,089	89.5	3,322	15,862	3,196,236		833	439,000
York	11,750	8,857	32.7		11,750	3,044	3,011	98.9	1,188	3,002	287,550		*	*

INDEPENDENT CITIES, VA.

Alexandria	61,787	33,523	84.3	61,787		18,339	17,587	95.9	7,931	74,515			*	*
Bristol	15,954	9,768	63.3	15,954		4,123	3,785	91.8	1,902	21,902			*	*
Buena Vista	5,214	4,335	20.3	5,214		1,323			744				*	*
Charlottesville	25,969	19,400	33.9	25,969		7,095	6,357	89.6	4,034	41,382			*	*
Clifton Forge	5,795	6,461	—10.3	5,795		1,718			1,410				*	*
Colonial Heights	6,077	3,194	90.3	6,077		1,807								
Danville	35,066	32,749	7.1	35,066		10,018	8,615	86.0	5,936	54,625			*	*
Falls Church	7,535	2,576	192.5	7,535		2,110								
Fredricksburg	12,158	10,066	20.8	12,158		3,238	3,125	96.5	2,331	26,023			*	*
Hampton	5,966	5,898	1.2	5,966		1,869	1,699	90.9	1,262	15,406			*	*
Harrisonburg	10,810	8,768	23.3	10,810		2,916	2,726	93.5	1,940	24,671			*	*
Hopewell	10,219	8,679	17.7	10,219		2,821			1,873	11,345			*	*
Lynchburg	47,727	44,541	7.2	47,727		13,442	12,057	89.7	8,795	64,456			*	*
Martinsville	17,251	10,080	71.1	17,251		4,443	3,839	86.4	1,655	22,360			*	*
Newport News	42,358	37,067	14.3	42,358		11,760	10,478	89.1	7,439	80,873			*	*
Norfolk	213,513	144,332	47.9	213,513		53,997	49,299	91.3	30,085	263,253			*	*
Petersburg	35,054	30,631	14.4	35,054		9,978	9,479	95.0	5,648	42,622			*	*
Portsmouth	80,039	50,745	57.7	80,039		20,065	17,998	89.7	10,200	74,484			*	*
Radford	9,026	6,990	29.1	9,026		2,360			1,429				*	*
Richmond	230,310	193,042	19.3	230,310		64,759	60,355	93.2	43,084	343,366			*	*
Roanoke	91,921	69,287	32.7	91,921		26,493	24,850	93.8	15,386	139,278			*	*
South Norfolk	10,434	8,038	29.8	10,434		2,977	*		1,604				*	*
Staunton	19,927	13,337	49.4	19,927		4,871	4,550	93.4	2,393	24,970			*	*
Suffolk	12,339	11,343	8.8	12,339		3,579	3,150	88.0	2,240	22,982			*	*
Waynesboro	12,357	7,373	67.6	12,357		3,418				14,396				
Williamsburg	6,735	3,942	70.9	6,735		1,125			576				*	*
Winchester	13,841	12,095	14.4	13,841		4,202	3,979	94.7	2,897				*	*

(1) Virginia automobile registrations are not compiled on a county basis. Total passenger car registrations for 1951.
* Figures for this county are not available except in combination with other counties.

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

WASHINGTON

SPOT RATE FINDER

ABERDEEN, 19,653 pop.; 6,707 homes; 96.8% radio; 6,492 radio homes; Grays Harbor Co.; TV alloc.; Chan. 58.

KBKW, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	3.15	4.20	11.20	14.00	19.60	28.00
N	4.20	5.80	14.00	16.80	27.00	42.00

KXRO, 1kw, 1320kc, MBS, Grant, Moore, BMB

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

ANACORTES, 6,919 pop.; Skagit Co.; TV alloc.: Chan. 34.

BELLINGHAM, 34,112 pop.; 11,580 homes; 97.9% radio; 11,337 radio homes; Whatcom Co.; TV alloc.: Chans. 12, 18, 24.

2 AM affiliates, average 1-time rates

D	8.00	8.00	12.50	18.00	27.00	43.00
N	10.00	10.00	15.50	24.50	38.00	60.00

KPUG, 1kw, 1170kc, MBS, Don Lee, KBS, Cooke

D	8.00	8.00	12.00	16.00	24.00	36.00
N	10.00	10.00	16.00	24.00	36.00	60.00

KVOS, 1kw, 790kc, ABC, Meeker, ARBI, Conlan

D	8.00	8.00	12.50	20.00	30.00	50.00
N	10.00	10.00	15.00	25.00	40.00	60.00

BREMERTON, 27,678 pop.; 9,187 homes; 98.9% radio; 9,086 radio homes; Kitsap Co.; TV alloc.: Chans. 44, 50.

KBRO, 250w, 1490kc

D	6.75	6.75	11.25	18.00	27.00	45.00
N	6.75	6.75	11.25	18.00	27.00	45.00

CENTRALIA, 8,657 pop.; Lewis Co.; TV alloc.: Chan. 17.

KELA, 1kw, 1470kc, Western Radio Sales, O'Connell, Keating

N	7.50	7.50	15.00	20.00	30.00	50.00
N	7.50	7.50	15.00	20.00	30.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

* * *

MARKET INDICATORS FOR WASHINGTON

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,378,963	'50	1,736,191	'40
Urban Population	1,503,166	'50	(1) 921,969	'40
Rural Population	875,797	'50	(1) 814,222	'40
Total Homes	736,944	'50	537,337	'40
Percentage Radio	97.8%	'50	90.6%	'40
Radio Homes	739,542	'50	472,553	'40
Retail Sales	$2,444,546,000	'51	$2,206,766,000	'48
Automobiles	969,783	'51	924,220	'50
Telephones	792,200	'52	474,600	'45
New Construction	$ 706,300,000	'51	$ 189,000,000	'40
Farm Income	$ 362,066,680	'49	$ 354,453,176	'44
Internal Revenue Collections	*$ 598,432,536	'51	*$ 462,153,326	'50

* Includes Alaska.
(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

CHEHALIS, 5,639 pop.; Lewis Co.

COLFAX, 3,057 pop.; Whitman Co.
KCLX, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	18.00	26.00	36.00
N	4.00	5.00	9.00	18.00	26.00	36.00

ELLENSBURG, 8,430 pop.; Kittitas Co.; TV alloc.: Chans. 49, *65.

KXLE, 250w, 1240kc, Moore

D	5.00	5.00	10.00	20.00	35.00
N	5.00	5.00	10.00	20.00	35.00

EPHRATA, 4,589 pop.; Grant Co.; TV alloc.: Chan. 43.

KULE, 250w-D, 730kc
(No rates available)

EVERETT, 33,849 pop.; 11,737 homes; 97.7% radio; 11,467 radio homes; Snohomish Co.; TV alloc.: Chans. 22, 28.

KRKO, 1kw, 1380kc, Don Lee, McGillvra

D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

GRAND COULEE, 2,741 pop.; Grant Co.; TV alloc.: Chan. 37.

KFDR, 250w, 1400kc

D	2.70	3.75	5.75	10.00	15.00	22.50
N	2.70	3.75	5.75	10.00	15.00	22.50

HOQUIAM, 11,123 pop.; 3,710 homes; 96.4% radio; 3,576 radio homes; Grays Harbor Co.; TV alloc.: Chan. 52.

KELSO, 7,345 pop.; Cowlitz Co.; TV alloc.: Chan. 39.
KELS, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	13.50	20.50	34.00
N	5.00	5.00	10.00	13.50	20.50	34.00

KENNEWICK, 10,106 pop.; 3,064 homes; 98.0% radio; 3,003 radio homes; Benton Co.; TV alloc.: Chan. 25. Other asgmts.: (Kennewick-Richland-Pasco) Chan. *41.

KWIE, 1kw, 610kc

D	3.00	4.05	8.15	13.75	21.25	37.50
N	4.80	6.50	12.50	20.00	33.00	57.50

KIRKLAND, 4,713 pop.; King Co.

KRKL, 250w-D, 1050kc, Continental

D				20.00	35.00	60.00

LONGVIEW, 20,399 pop.; 6,300 homes; 98.7% radio; 6,218 radio homes; Cowlitz Co.; TV alloc.: Chan. 33.

KWLK, 250w, 1450kc, MBS, Grant, Conlan, BMB

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	14.25	19.00	30.00	50.00

MOSES LAKE, 2,679 pop.; Grant Co.

KSEM, 250w, 1450kc, KBS, Cooke

D		4.50	6.75	12.00	18.00	
N		4.50	6.75	12.00	18.00	

MOUNT VERNON, 5,230 pop.; Skagit Co.

KBRC, 500w, 1430kc, Moore, Conlan

D	4.75	4.75	7.00	12.00	18.00	30.00
N	5.50	5.50	8.50	14.00	21.00	35.00

OLYMPIA, 15,819 pop.; 5,525 homes; 98.4% radio; 5,437 radio homes; Thurston Co.; TV alloc.: Chan. 60.

KGY, 250w, 1240kc, MBS, Grant, Conlan

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

(Continued on page 206)

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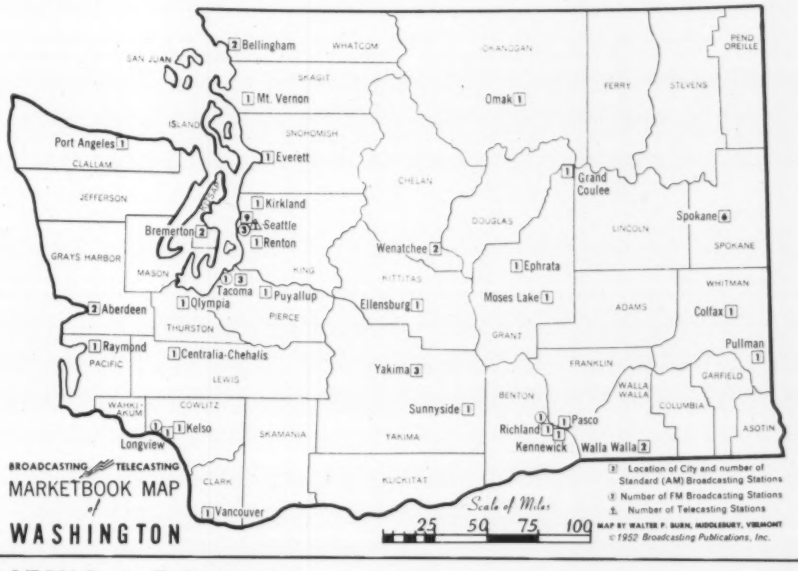

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WASHINGTON

SPOT RATE FINDER

(Continued from page 205)

OMAK, 3,791 pop.; Okanogan Co.; TV alloc. (Omak-Okanogan): Chan. *35.

KOMW, 1kw-D, 680kc, West Coast Radio Sales, Keating, Western Radio Sales

	SB	1M	5M	15M	30M	1 Hr
D			9.60	24.00	42.00	66.00

PASCO, 10,228 pop.; 3,251 homes; 95.7% radio; 3,111 radio homes; Franklin Co.; TV alloc.: Chan. 19. (also see Kennewick-Richland-Pasco.)

KPKW, 250w, 1340kc, ABC, Keating, Griffith

D	5.00	6.00	10.00	17.50	28.50	47.50
N	6.75	8.00	13.00	21.00	33.00	54.00

PORT ANGELES, 11,233 pop.; 3,741 homes; 97.3% radio; 3,640 radio homes; Clallam Co.; TV alloc.: Chan. 16.

KONP, 250w, 1450kc, Keating, Conlan

D	3.00	4.00	6.00	10.00	18.00	30.00
N	3.00	4.00	6.00	10.00	18.00	30.00

PULLMAN, 12,022 pop.; 2,722 homes; 98.9% radio; 2,692 radio homes; Whitman Co.; TV alloc.: Chans. *10, 24.

KBKH, 1kw-D, 150kc

D	2.40	3.60	8.00	16.00	20.00	35.00

PUYALLUP, 10,010 pop.; 3,364 homes; 98.1% radio; 3,300 radio homes; Pierce Co.

KPUY, 100w, 1450kc

D	3.75	4.75	7.50	10.00	18.00	25.00
N	3.75	4.75	7.50	10.00	18.00	25.00

RAYMOND, 4,110 pop.; Pacific Co.

KAPA, 250w, 1340kc, Pearson

D	4.00	4.00	5.00	9.00	15.00	25.00
N	5.00	5.00	6.00	10.00	18.00	30.00

RENTON, 16,039 pop.; 4,877 homes; 98.2% radio; 4,789 radio homes; King Co.

KXRN, 250w, 1230kc

D		7.20	15.00	20.00	30.00	50.00
N		7.20	15.00	20.00	30.00	50.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

RICHLAND, 21,809 pop.; 5,659 homes; 98.0% Radio; 5,546 radio homes; Benton Co.; TV alloc.: Chan. 31 (also see Kennewick-Richland-Pasco.)

KALE, 1kw, 960kc, O'Connell, Hall

	SB	1M	5M	15M	30M	1 Hr
D	9.50	15.00	18.00	26.00	36.00	60.00
N	12.00	15.00	24.00	30.00	48.00	70.00

KALE-FM, Chan. 280, 103.9mc, 58kw

SEATTLE, 467,591 pop.; 154,511 homes; 97.4% radio; 150,493 radio homes; King Co.; TV alloc.: Chans. 4, 5 (KING-TV), 7, *9, 20, 26.

4 AM affiliates, average 1-time rates

D	21.37	30.25	36.37	60.75	91.12	151.87
N	46.25	62.00	70.75	121.50	182.25	303.75

5 AM non-affiliates, average 1-time rates

D	10.50	13.62	20.25	30.16	45.74	77.90
N	15.17	18.50	27.00	37.45	56.17	93.62

KING, 50kw, 1090kc, Blair, Ward, Hooper

D	15.00	22.50	30.00	60.00	90.00	150.00
N	15.00	22.50	30.00	60.00	90.00	150.00

KING-FM, Chan. 251, 98.1mc, 15kw, Blair, Bonus

KING-TV, Chan. 5, 9.79kw-aur.; 18.9kw-vis.; ABC, NBC, CBS, DuMont, Blair-TV

D	25.00	55.00	70.00	110.00	165.00	275.00
N	40.00	110.00	140.00	220.00	330.00	550.00

KIRO, 50kw, 710kc, CBS, Free & Peters

D	30.00	41.00	50.00	75.00	112.50	187.50
N	65.00	78.00	92.00	150.00	225.00	375.00

KIRO-FM, Chan. 264, 100.7mc, 5.7kw, Free & Peters, Bonus

KISW (FM), Chan. 260, 99.9mc, 2.1kw

D	5.25	7.50		18.75	27.00	45.00
N	5.25	7.50		18.75	27.00	45.00

KJR, 5kw, 950kc, ABC, Avery-Knodel, BMB

D	18.00	25.00	35.00	56.00	84.00	140.00
N	35.00	60.00	70.00	112.00	168.00	280.00

KOL, 5kw, 1300kc, Forjoe, BMB

D	10.00	10.00	16.00	24.00	36.00	60.00
N	18.00	18.00	26.00	40.00	60.00	100.00

KOMO, 50kw, 1000kc, NBC, Petry, Pulse, BMB

D	25.00	35.00	37.50	72.00	108.00	180.00
N	60.00	70.00	75.00	144.00	216.00	360.00

KOMO-FM, Chan. 225, 98.9mc, 14.4kw, Petry, Bonus all broadcasting hours

KRSC, 1kw, 1150kc, Tracy-Moore

D	10.00	12.00	20.00	32.00	48.00	80.00
N	12.50	15.00	25.00	40.00	60.00	100.00

KTW, 1kw, 1250kc

D				9.80	14.70	24.50
N				9.80	14.70	24.50

KVI, 5kw, 570kc, MBS, Don Lee, Holingbery, BMB

D	12.50	20.00	23.00	40.00	60.00	100.00
N	25.00	40.00	46.00	80.00	120.00	200.00

KXA, 1kw-D, 770kc

D	7.00	10.00	15.00	25.00	40.00	75.00

SPOKANE, 161,721 pop.; 53,009 homes; 97.6% radio; 51,737 radio homes; Spokane Co.; TV alloc.; Chans. 2, 4 (KXLY-TV grant), 6 (KHQ-TV grant), *7.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	14.50	19.75	24.33	43.33	64.67	108.33
N	29.00	39.50	48.67	86.33	128.67	216.67

2 AM non-affiliates, average 1-time rates

D	5.00	7.50	11.00	15.00		
N	7.50	10.75	16.00	23.50		

KGA, 50kw, 1510kc, ABC, Petry

D	12.50	17.50	25.00	48.00	72.00	120.00
N	25.00	35.00	50.00	96.00	144.00	240.00

KHQ, 5kw, 590kc, NBC, Katz, BMB

D	18.50	22.00	30.00	48.00	72.00	120.00
N	37.00	44.00	60.00	96.00	144.00	240.00

KNEW, 5kw, 790kc, MBS, Weed, Hooper

D	12.50		18.00	34.00	50.00	85.00
N	25.00		36.00	68.00	100.00	170.00

KREM, 1kw, 970kc, Forjoe, Barrometer, ARBI

D	6.00	9.00	12.00	15.00		
N	9.00	13.50	18.00	27.00		

KSPO, 250w, 1230kc

D	4.00	6.00	10.00	15.00	25.00	40.00
N	6.00	8.00	14.00	20.00	30.00	45.00

KXLY, 5kw, 920kc, CBS, Walker (No rates available)

SUNNYSIDE, 4,194 pop.; Yakima Co.

KREW, 250w, 1230kc, Forjoe

D	4.00		6.00	8.00	15.00	
N	4.00		6.00	8.00	15.00	

TACOMA, 143,673 pop.; 48,116 homes; 98.1% radio; 47,201 radio homes; Pierce Co.; TV alloc.: Chans. 11, 13, *56, 62.

2 AM non-affiliates, average 1-time rates

D	8.10	8.10	14.20	24.00	36.00	60.00
N	13.50	13.50	24.00	40.00	60.00	100.00

KMO, 5kw, 1360kc, Branham, Keating, Conlan

D	9.00	9.00	14.40	24.00	36.00	60.00
N	15.00	15.00	24.00	40.00	60.00	100.00

KTAC, 1kw, 850kc, McGillvra

D	7.20	7.20	14.00	24.00	36.00	60.00
N	12.00	12.00	24.00	40.00	60.00	100.00

KTNT (FM), Chan. 247, 97.3mc, 10kw (See Transit Radio FM, listing for rates)

VANCOUVER, 41,664 pop.; 12,634 homes; 98.1% radio; 12,394 radio homes; Clark Co.

KVAN, 1kw, 910kc, Keating, O'Connell

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.25	7.50	15.00	30.00	45.00	75.00

WALLA WALLA, 24,102 pop.; 7,227 homes; 97.6% radio; 7,054 radio homes; Walla Walla Co.; TV alloc.: Chans. 5, 8, *22.

2 AM affiliates, average 1-time rates

D	7.50	7.00	11.10	14.20	28.80	48.00
N	10.00	9.00	16.00	28.00	42.00	70.00

KTEL, 250w, 1490kc, ABC, Grant, Conlan

D		5.00	7.20	14.40	21.60	36.00
N		6.00	12.00	24.00	36.00	60.00

KUJ, 5kw, 1420kc, MBS, Weed, Moore, BMB

D	7.50	9.00	15.00	24.00	36.00	60.00
N	10.00	12.00	20.00	32.00	48.00	80.00

WENATCHEE, 13,072 pop.; 4,488 homes; 97.3% radio; 4,367 radio homes; Chelan Co.; TV alloc.: Chans. *45, 55.

2 AM affiliates, average 1-time rates

D	10.00	9.00	11.50	19.00	30.50	47.50
N	12.00	11.50	15.50	26.50	40.00	65.00

KPQ, 5kw, 560kc, ABC, Meeker, ARBI

D	10.00	12.00	15.00	25.00	40.00	60.00
N	12.00	15.00	20.00	35.00	50.00	80.00

KWNW, 250w, 1340kc, MBS, Don Lee, McGillvra, Moore

D		6.00	8.00	13.00	21.00	35.00
N		8.00	11.00	18.00	30.00	50.00

YAKIMA, 38,486 pop.; 12,693 homes; 97.4% radio; 12,363 radio homes; Yakima Co.; TV alloc.: Chans. 23, 29, *47.

3 AM affiliates, average 1-time rates

D	8.00	8.67	13.17	21.73	31.60	52.67
N	10.17	10.83	17.67	29.00	45.33	70.00

KIMA, 1kw-D, 500w-N, 1460kc, CBS, Weed, Hooper

D	8.00	10.00	12.50	20.00	30.00	50.00
N	9.00	11.00	15.00	25.00	40.00	60.00

KIT, 5kw-D, 1kw-N, 1280kc, ABC, NBC, Branham, Keating

D	9.00	9.00	12.00	19.20	28.80	48.00
N	12.00	12.00	20.00	32.00	48.00	80.00

KYAK, 250w, 1400 kc, MBS

D	7.00	7.00	15.00	26.00	36.00	60.00
N	9.50	9.50	18.00	30.00	48.00	70.00

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WASHINGTON MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1950 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Adams	6,584	6,209	6.0		6,584	2,076	2,039	98.2	1,507	9,617	$14,873,728	2,518	23	$ 14,000
Asotin	10,878	8,365	30.0	5,617	5,261	3,460	3,391	98.0	2,174	4,676	2,611,370	3,462	56	29,000
Benton	51,370	12,053	326.2	37,618	13,752	14,258	13,930	97.7	2,748	49,234	8,560,126	14,295	8,419	8,339,000
Chelan	39,301	34,412	14.2	15,762	23,539	12,482	12,220	97.9	9,027	48,548	15,588,722	14,101	1,007	668,000
Clallam	26,396	21,848	20.8	11,233	15,163	8,264	8,024	97.1	5,406	29,253	2,664,949	8,613	3,027	2,593,000
Clark	85,307	49,852	71.1	47,077	38,230	25,911	25,471	98.3	13,235	64,033	8,464,204	29,034	6,650	5,217,000
Columbia	4,860	5,549	—12.4	2,979	1,881	1,606	1,559	97.1	1,427	4,525	6,094,166	1,918	101	105,000
Cowlitz	53,369	40,155	32.9	27,684	25,685	16,137	15,814	98.0	10,329	54,723	2,827,129	18,130	8,484	6,577,000
Douglas	10,817	8,651	25.0		10,817	3,268	3,216	98.4	2,202	5,494	12,367,934	2,338	14	4,000
Ferry	4,096	4,701	—12.9		4,096	1,198	1,142	95.3	990	1,377	1,066,056	744	98	39,000
Franklin	13,563	6,307	115.0	10,228	3,335	4,201	4,037	96.1	1,548	22,061	4,765,231	7,168	107	92,000
Garfield	3,204	3,383	—5.3		3,204	1,024	1,008	98.4	880	3,725	5,369,761	1,275	44	34,000
Grant	24,346	14,668	66.0	10,009	14,337	6,959	6,750	97.0	3,916	17,869	9,001,077	6,826	52	27,000
Grays Harbor	53,644	53,166	0.9	30,776	22,868	17,420	16,880	96.9	13,918	64,570	3,080,212	17,092	8,068	5,949,000
Island	11,079	6,098	81.7		11,079	3,400	3,329	97.9	1,652	5,703	2,826,654	3,649	69	20,000
Jefferson	11,618	8,918	30.3	6,888	4,730	3,358	3,257	97.0	2,092	7,913	824,842	2,995	718	580,000
King	732,992	504,980	45.2	636,623	96,369	236,262	230,828	97.7	150,794	849,437	18,109,537	227,476	63,997	52,028,000
Kitsap	75,724	44,387	70.6	30,708	45,016	23,206	22,904	98.7	12,731	65,949	2,133,518	22,459	797	614,000
Kittitas	22,235	20,230	9.9	8,430	13,805	6,717	6,549	97.5	4,964	25,418	9,029,214	7,162	403	264,000
Klickitat	12,049	11,357	6.1		12,049	3,780	3,655	96.7	2,618	9,748	5,583,024	3,975	809	481,000
Lewis	43,755	41,393	5.7	14,296	29,459	13,765	13,448	97.7	10,278	46,529	7,887,962	14,539	2,328	1,213,000
Lincoln	10,970	11,361	—3.4		10,970	3,421	3,359	98.2	2,929	14,738	20,310,378	4,085	328	156,000
Mason	15,022	11,603	29.5	5,045	9,977	4,827	4,692	97.2	2,967	12,467	640,121	4,949	1,981	1,659,000
Okanogan	29,131	24,546	18.7	6,397	22,734	8,696	8,400	96.6	5,368	20,164	13,896,597	9,217	950	734,000
Pacific	16,558	15,928	4.0	4,110	12,448	5,512	5,358	97.2	4,101	15,476	1,262,143	4,974	1,868	966,000
Pend Oreille	7,413	7,156	3.6		7,413	2,257	2,180	96.6	1,572	4,594	990,359	2,262	435	255,000
Pierce	275,876	182,081	51.5	183,198	92,678	79,015	77,514	98.1	49,690	239,944	11,861,438	76,321	16,581	13,433,000
San Juan	3,245	3,157	2.8		3,245	1,184	1,150	97.1	855	2,177	721,468	1,060	120	83,000
Skagit	43,273	37,650	14.9	15,448	27,825	13,296	13,043	98.1	9,659	46,101	11,207,037	15,120	2,500	1,970,000
Skamania	4,788	4,633	3.3		4,788	1,514	1,470	97.1	1,134	1,969	439,588	1,441	197	119,000
Snohomish	111,580	83,754	25.7	47,882	63,698	35,870	35,153	98.0	24,383	103,507	11,218,642	36,022	7,319	5,834,000
Spokane	221,561	164,652	34.6	183,289	38,272	69,030	67,442	97.7	44,715	243,853	16,176,168	67,401	11,977	9,352,000
Stevens	18,580	19,275	—3.6	3,033	15,547	5,471	5,285	96.6	4,240	12,476	5,148,871	4,970	635	439,000
Thurston	44,884	37,285	20.4	18,544	26,340	14,465	14,205	98.2	10,324	45,341	3,867,590	10,453	4,278	3,044,000
Wahkiakum	3,835	4,286	—10.5		3,835	1,171	1,150	98.2	1,012	1,810	1,173,523	1,120	409	172,000
Walla Walla	40,135	30,547	31.4	27,276	12,859	11,840	11,568	97.7	7,319	50,142	17,767,632	11,987	877	605,000
Whatcom	66,733	60,355	10.6	34,112	32,621	21,272	20,910	98.3	16,660	70,632	15,341,909	21,695	3,259	2,491,000
Whitman	32,469	27,221	19.3	15,079	17,390	9,169	9,041	98.6	7,138	32,988	31,317,868	9,447	129	71,000
Yakima	135,723	99,019	37.1	63,825	71,898	40,182	39,218	97.6	24,046	135,765	54,898,839	41,972	3,187	2,266,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

WEST VIRGINIA

SPOT RATE FINDER

BECKLEY, 19,397 pop.; 5,581 homes; 93.8% radio; 5,235 radio homes; Raleigh Co.; TV alloc.: Chans. 6, 21.

WJLS, 1kw-D, 500w-N, 560kc, Weed, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	15.00	30.00	45.00	75.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WJLS-FM, Chan. 258, 99.5mc, 34kw, CBS, Weed

D	2.50	2.50	5.00	10.00	15.00	25.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WWNR, 1kw-D, 500w-N, 620kc, MBS, Walker

D	6.00	9.00	14.00	24.00	45.00	75.00
N	8.00	12.00	18.00	33.00	60.00	100.00

BLUEFIELD, 21,506 pop.; 5,803 homes; 94.5% radio; 5,484 radio homes; Mercer Co.; TV alloc.: Chan. 41.

2 AM affiliates, average 1-time rates

D	5.25	5.75	11.50	23.00	34.50	57.50
N	7.25	8.00	16.00	32.00	48.00	80.00

WHIS, 5kw, 1440kc, NBC, Katz

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WKOY, 250w, 1240kc, MBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.50	6.00	12.00	24.00	36.00	60.00

CHARLESTON, 73,501 pop.; 22,289 homes; 94.9% radio; 21,152 radio homes; Kanawha Co.; TV alloc.: Chans. 8, *43, 49.

4 AM affiliates, average 1-time rates

D	10.68	10.86	16.50	34.75	51.25	80.00
N	12.97	13.22	23.70	46.90	70.98	117.88

WCAW, 250w, 1400kc

D	4.00	4.00	10.00	20.00	30.00	50.00
N	6.00	6.00	15.00	30.00	45.00	75.00

WCHS, 5kw, 580kc, CBS, Branham, Hooper, BMB

D	16.70	16.70	27.00	54.00	80.00	120.00
N	19.38	19.38	36.30	72.60	108.90	181.50

WGKV, 250w, 1490kc, NBC, Meeker, Hooper

D	8.00	8.00	12.00	30.00	40.00	60.00
N	11.50	11.50	21.50	40.00	60.00	100.00

WGKV-FM, Chan. 253, 98.5mc, 5kw, Bonus

WKNA, 5kw-D, 1kw-N, 950kc, ABC, Weed, BMB

D	9.00	9.75	15.00	30.00	45.00	75.00
N	12.00	13.00	25.00	50.00	75.00	125.00

WKNA-FM, Chan. 248, 97.5mc, 3kw, Weed, Bonus

WTIP, 250w, 1240kc, MBS, Forjoe, Hooper

D	9.00	9.00	12.00	25.00	40.00	65.00
N	9.00	9.00	12.00	25.00	40.00	65.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

CLARKSBURG, 32,014 pop.; 9,871 homes; 96.0% radio; 9,476 radio homes; Harrison Co.; TV alloc.: Chans. 12, 22.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	3.48	3.98	6.95	13.90	20.85	32.25
N	5.13	5.63	10.75	21.50	32.25	53.75

WBLK, 250w, 1400kc, NBC, Branham

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WHAR, 250w, 1340kc, MBS, ABC

D	1.95	1.95	3.90	7.80	11.70	19.50
N	3.25	3.25	6.50	13.00	19.50	32.50

* * *

WPDX, 1kw-D, 750kc

D	6.00	7.50	12.00	25.00	45.00	75.00

WPDX-FM, Chan. 236, 95.1mc, 2kw (Rates upon request)

EAST RAINELLE, 1,695 pop.; Greenbrier Co.

WERL, 250w, 1450kc (CP)

ELKINS, 9,121 pop.; Randolph Co.; TV alloc.: Chan. 40.

WDNE, 250w, 1240kc, MBS, Keller, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.55	5.45	8.50	17.00	25.50	52.50
N	6.40	7.70	12.00	24.00	36.00	50.00

* * *

FAIRMONT, 29,346 pop.; 8,877 homes; 95.4% radio; 8,469 radio homes; Marion Co.; TV alloc.: Chan. 35.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.75	7.50	14.50	27.00	42.00	67.50
N	10.50	12.00	22.50	42.50	62.50	110.00

WMMN, 5kw 920kc, CBS, Katz, BMB

D	9.00	9.00	18.00	36.00	54.00	90.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WVVW, 250w, 1490kc, MBS, ABC, Conlan

D	4.50	6.00	11.00	18.00	30.00	45.00
N	6.00	9.00	15.00	25.00	45.00	70.00

WJPB (FM), Chan. 222, 92.3mc, 10kw, Bonus

(Continued on page 208)

* * *

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

IN 1951
31,573* RADIOS** WERE SOLD IN THE 28 COUNTY RADIO STATION WSAZ BMB COVERAGE AREA

★ RADIO-TV. MFRS. ASSN., 1951
★★ DOES NOT INCLUDE AUTO RADIOS

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

WEST VIRGINIA

SPOT RATE FINDER

(Continued from page 207)

HINTON, 5,780 pop.; Summers Co.; TV alloc.: Chan. 31.

HUNTINGTON, 86,353 pop.; 25,599 homes; 93.5% radio; 23,935 radio homes; Cabell, Wayne Cos.; TV alloc.: Chans. 3 (WSAZ-TV, now Chan. 5), 13, *53.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	7.00	7.50	14.49	24.75	40.88	68.13
N	10.45	11.25	23.82	44.75	65.40	111.87

WHTN, 1kw-D, 800kc, Conlan

D	5.00	7.00	12.00	18.00	30.00	50.00

WHTN-FM, Chan. 263, 100.5mc, 53kw, Bonus

WPLH, 250w, 1450kc, MBS, Conlan, BMB

D	4.00	5.00	10.00	15.00	20.00	50.00
N	6.40	8.00	16.00	32.00	48.00	80.00

WPLH-FM, Chan. 273, 102.5mc, 41kw, Walker, Bonus

WSAZ, 5kw-D, 1kw-N, 930kc, ABC, Katz, Hooper, BMB

D	10.00	10.00	18.98	34.50	51.75	86.25
N	14.50	14.50	31.63	57.50	82.80	143.75

WSAZ-TV, Chan. 5, 8.4kw-aur.; 16.8kw-vis.; ABC, CBS, NBC, DuMont, Katz

D	36.00	36.00	45.00	72.00	108.00	180.00
N	72.00	72.00	90.00	144.00	216.00	360.00

LOGAN, 5,079 pop.; Logan Co.; TV alloc.: Chan. 23.

2 AM non-affiliates, average 1-time rates

D	8.00	8.00	14.80	26.00	40.50	68.00
N	8.00	8.00	14.80	26.00	40.50	68.00

WLOG, 250w, 1230kc

D	6.00	6.00	9.60	12.00	21.00	36.00
N	6.00	6.00	9.60	12.00	21.00	36.00

WLOG-FM, Chan. 277, 103.3mc, 1kw, Bonus

WVOW, 5kw-D, 1kw-N, 1290kc, KBS, McGillvra

D	10.00	10.00	20.00	40.00	60.00	100.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WVOW-FM, Chan. 222, 92.3mc, 22kw, Bonus

MARTINSBURG, 15,621 pop.; 4,806 homes; 94.6% radio; 4,546 radio homes; Berkeley Co.; TV alloc.: Chan. 58.

WEPM, 250w, 1340kc, McGillvra, BMB

D	4.50	6.00	9.00	18.00	27.00	45.00
N	6.00	9.00	15.00	30.00	45.00	75.00

WEPM-FM, Chan. 232, 94.3mc, 0.88kw, McGillvra, Bonus

MATEWAN, 989 pop.; Mingo Co.

WHJC, 1kw-D, 1360kc

D	3.00	4.50	9.75	18.00	33.75	60.00

MONTGOMERY, 3,484 pop.; Fayette, Kanawha Cos.

WMON, 250w, 1340kc, MBS, Conlan

D	5.00	6.00	8.00	15.00	24.00	40.00
N	6.00	7.50	10.00	20.00	35.00	60.00

MOOREFIELD, 1,405 pop.; Hardy Co.

WEGG, 1kw-D, 790kc (CP)

MORGANTOWN, 25,525 pop.; 6,781 homes; 95.7% radio; 6,489 radio homes; Monongalia Co., TV alloc.: Chan. *24.

WAJR, 250w, 1230kc, MBS, SAMS

D	5.35	7.50	10.00	20.00	30.00	50.00
N	6.50	9.00	14.00	28.00	42.00	60.00

WAJR-FM, Chan. 257, 99.3mc, 1kw, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MARKET INDICATORS FOR WEST VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,005,552	'50	1,901,974	'40
Urban Population	694,487	'50	(1) 534,292	'40
Rural Population	1,311,065	'50	(1) 1,367,682	'40
Total Homes	518,771	'50	444,815	'40
Percentage Radio	92.0%	'50	75.1%	'40
Radio Homes	464,853	'50	326,347	'40
Retail Sales	$1,289,352,000	'51	$1,281,291,000	'48
Automobiles	490,211	'51	482,275	'50
Telephones	370,600	'52	211,900	'45
New Construction	$ 175,000,000	'47	$ 121,300,000	'40
Farm Income	$ 764,629,479	'49	$ 608,363,452	'44
Internal Revenue Collections	$ 245,798,548	'51	$ 203,917,245	'50

(1) **Old urban definition of Census Bureau.**

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

MOUNDSVILLE, 14,772 pop.; 3,969 homes; 93.0% radio; 3,691 radio homes; Marshall Co.

WMOD, 1kw-D, 1470kc

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	10.50	15.00	30.00	45.00

OAK HILL, 4,518 pop.; Fayette Co.

WOAY, 5kw-D, 860kc, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00

WOAY-FM, Chan. 231, 94.1mc, 20kw, Bonus (60% of AM rates after AM sign-off)

PARKERSBURG, 29,684 pop.; 9,564 homes; 95.4% radio; 9,124 radio homes; Wood Co.; TV alloc.: Chan. 15.

2 AM affiliates, average 1-time rates

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WCOM, 250w, 1230kc, ABC, McGillvra, BMB

D	5.00	6.00	10.00	20.00	20.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WPAR, 250w, 1450kc, CBS, Branham

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WPAR-FM, Chan. 293, 106.5mc, 9kw, Branham, Bonus

PINEVILLE, 1,082 pop.; Wyoming Co.

WWYO, 1kw-D, 970kc

D	6.00	8.00	12.00	24.00	36.00	60.00

PRINCETON, 8,279 pop.; Mercer Co.

WLOH, 250w, 1490kc, ABC

D	4.55	5.20	10.00	20.00	30.00	50.00
N	3.50	4.00	8.00	16.00	24.00	40.00

RONCEVERTE, 2,301 pop.; Greenbrier Co.

WRON, 250w, 1400kc, NBC, McGillvra, BMB

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WEIRTON, 24,005 pop.; 6,376 homes; 97.7% radio; 6,229 radio homes; Brooke, Hancock Cos.

WEIR, 1kw, 1430kc, Walker

D	4.90	6.00	14.00	28.00	42.00	70.00
N	4.90	6.00	14.00	28.00	42.00	70.00

WELCH, 6,603 pop.; McDowell Co.; TV alloc.: Chan. 25.

WBRW, 250w, 1340kc, MBS, KBS

	SB	1M	5M	15M	30M	1 Hr
D		3.75	7.50	18.00	27.00	45.00
N		6.00	12.75	28.50	42.75	67.50

WELC, 1kw-D, 1150kc, McGillvra

D	3.44	4.69	9.38	15.63	30.00	45.00

WESTON, 8,945 pop.; Lewis Co.; TV alloc.: Chan. 32.

WHAW, 250w, 1450kc, MBS, KBS, Cooke

D		7.50	22.50	30.00	40.00	60.00
N		9.00	25.00	35.00	47.50	75.00

WHEELING, 58,891 pop.; 18,028 homes; 96.4% radio; 17,379 radio homes; Ohio Co.; TV alloc.: Chan. *57. Other asgmts.: (Wheeling - Steubenville, Ohio, Chans. 7, 9, 51).

2 AM affiliates, average 1-time rates

D	16.50	17.50	30.00	48.00	78.00	130.00
N	30.00	31.25	57.00	92.00	150.00	250.00

WHLL, 5kw-D, 1600kc

D	7.50	9.00	12.00	17.70	31.75	53.00

WKWK, 250w, 1400kc, ABC, Weed, BMB

D	8.00	10.00	15.00	24.00	36.00	60.00
N	10.00	12.50	24.00	40.00	60.00	100.00

WKWK-FM, Chan. 247, 97.3mc, 16kw, Bonus

WWVA, 50kw, 1170kc, CBS, Petry, BMB

D	25.00	25.00	45.00	72.00	120.00	200.00
N	50.00	50.00	90.00	144.00	240.00	400.00

WWVA-FM, Chan. 254, 98.7mc, 30kw, Petry, Bonus

WILLIAMSON, 8,624 pop.; Mingo Co.; TV alloc.: Chan. 17.

WBTH, 250w, 1400kc, MBS, Grant

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

QUICK FACTS *About a Great Market...*

★ One of America's richest markets is compressed in the 100 adjoining counties of Eastern Ohio, Western Pennsylvania and West Virginia served by WWVA. It's the rich, thriving Industrial Heart of America, with opportunity unlimited for alert advertisers:

• POPULATION	5,115,800
• FAMILIES	1,408,800
• RETAIL SALES	$3,944,723,000
• FOOD SALES	$1,057,119,000
• GENERAL MERCHANDISE	$ 528,248,000
• FURN., HOUSE., RADIO	$ 258,578,000
• DRUG SALES	$ 88,594,000
• EFFECTIVE BUYING INCOME	$5,930,497,000

-and WWVA *Radio Covers It!*

★ This vast market area is served 24 hours a day by the friendly 50,000 watts of WWVA. The balanced programming of WWVA has served the area for 25 years . . . attracting listeners, building sales with *one* station, *one* cost, *one* billing. A *John Blair man* can tell you more about the dynamic advertising force that is WWVA.

WWVA

A STORER STATION—CBS RADIO
50,000 WATTS—WHEELING, WEST VIRGINIA
Nationally Represented by JOHN BLAIR & CO.

NATIONAL SALES OFFICES: *New York 22, 485 Madison Ave.*
Chicago 1, 230 No. Michigan Ave.

WEST VIRGINIA MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1949 Automobiles	1949 Median Fam. Income	1950 Employed
Barbour	19,745	19,869	—0.6	2,531	17,214	5,133	4,563	88.9	3,044	6,382	$ 1,421,263	3,448	$1,635	5,414
Berkeley	30,359	29,016	4.6	15,621	14,738	8,555	7,965	93.1	6,072	20,244	4,197,037	7,411	2,621	11,485
Boone	33,173	28,556	16.2		33,173	7,729	6,972	90.2	3,930	16,542	133,824	4,867	2,598	8,786
Braxton	18,082	21,658	—16.5		18,082	4,463	3,749	84.0	2,256	5,577	1,395,360	2,001	1,378	5,034
Brooke	26,904	25,313	5.5	13,642	13,262	7,266	6,968	95.9	5,367	12,671	422,591	5,162	3,412	9,623
Cabell	108,035	97,459	10.9	81,698	26,337	32,349	29,890	92.4	20,179	108,160	1,266,188	23,838	2,894	38,972
Calhoun	10,259	12,455	—17.6		10,259	2,449	2,099	85.7	1,429	2,005	661,741	1,275	1,150	2,876
Clay	14,961	15,206	—1.6		14,961	3,356	2,843	84.7	1,467	3,648	321,144	1,843	1,792	3,489
Doddridge	9,026	10,923	—17.4		9,026	2,412	2,132	88.4	1,587	3,018	827,650	1,269	1,573	2,602
Fayette	82,443	80,628	2.3	9,680	72,763	20,090	18,704	93.1	13,556	52,805	494,925	19,909	2,640	12,695
Gilmer	9,746	12,046	—19.1		9,746	2,420	2,081	86.0	1,447	2,354	875,241	1,408	1,479	2,739
Grant	8,756	8,805	—0.6		8,756	2,168	2,127	98.1	1,225	5,388	3,468,618	1,527	1,272	2,578
Greenbrier	39,295	38,520	2.0	2,643	36,652	9,859	8,942	90.7	5,944	23,520	3,278,860	7,250	2,262	12,171
Hampshire	12,577	12,974	—3.1		12,577	3,213	2,863	89.1	1,850	4,608	3,088,607	2,361	1,497	3,956
Hancock	34,388	31,572	8.9	24,343	10,045	9,188	8,977	97.7	6,827	18,749	410,100	7,902	3,596	13,276
Hardy	10,032	10,813	—7.2		10,032	2,479	2,134	86.1	1,320	4,112	5,965,177	1,623	1,369	3,322
Harrison	85,296	82,911	2.9	37,385	47,911	23,976	22,394	93.4	16,217	73,542	2,861,782	18,035	2,890	29,319
Jackson	15,299	16,598	—7.8		15,299	4,024	3,593	89.3	2,502	6,341	2,103,114	2,224	1,391	4,628
Jefferson	17,184	16,762	2.5	3,035	14,149	4,582	4,243	92.6	3,006	9,774	4,284,838	4,086	2,125	5,846
Kanawha	239,629	195,619	22.5	135,514	104,115	64,387	60,266	93.6	37,521	215,926	1,352,943	47,468	3,281	82,184
Lewis	21,074	22,271	—5.4	8,954	22,129	5,340	4,870	91.2	3,664	9,819	1,777,081	3,950	1,853	6,257
Lincoln	22,466	22,886	—1.8		22,466	5,020	4,116	82.0	1,983	5,653	846,139	2,097	1,618	5,103
Logan	77,391	67,768	14.2	15,294	62,097	17,472	15,952	91.3	9,886	50,910	202,242	10,280	2,760	32,334
McDowell	98,887	94,354	4.8	16,047	82,840	22,302	20,719	92.9	14,838	59,672	99,884	13,071	2,657	27,595
Marion	71,521	68,683	4.1	32,587	38,934	20,294	19,097	94.1	13,990	49,991	936,959	15,939	2,910	24,538
Marshall	36,893	40 189	—8.2	21,775	15.118	10,136	9,426	93.0	7,524	15,007	2,126,621	6,749	2,719	12,616
Mason	23,537	22,270	5.7	4,596	18,941	5,960	5,155	86.5	2,993	8,013	3,113,441	3,741	1,952	7,083
Mercer	75,013	68,289	9.8	32,784	42,229	18,926	17,544	92.7	12,231	53,025	1,161,974	12,286	2,478	23,314
Mineral	22,333	22,215	0.5	8,912	13,421	6,052	5,616	92.8	4,269	9,309	1,187,082	4,730	2,252	7,640
Mingo	47,409	40,802	16.2	8,624	38,785	10,942	9,596	87.7	5,343	32,815	77,285	4,992	2,230	11,953
Monongalia	60,797	51,252	18.6	29,843	30,954	15,906	14,824	93.2	10,328	43,290	1,559,224	11,919	2,786	19,614
Monroe	13,123	13,577	—3.3		13,123	3,264	2,911	89.2	1,934	3,901	2,473,342	2,249	1,496	4,102
Morgan	8,276	8,743	—5.3		8,276	2,295	2,144	93.4	1,554	2,837	1,019,619	2,090	2,033	2,500
Nicholas	27,696	24,070	15.1	5,321	22,375	6,534	5,632	86.2	2,884	10,904	705,691	4,247	2,299	7,774
Ohio	71,672	73,115	—2.0	61,566	10,106	21,333	20,544	96.3	17,288	97,520	1,600,496	15,679	3,104	29,102
Pendleton	9,313	10,884	—14.4		9,313	2,120	1,851	87.3	1,315	2,528	4,622,087	1,749	1,266	2,839
Pleasants	6,369	6,692	—4.8		6,369	1,754	1,658	94.5	1,317	3,193	379,174	1,568	2,096	1,898
Pocahontas	12,480	13,906	—10.3		12,480	3,102	2,733	88.1	1,828	4,136	1,643,082	2,120	1,800	3,673
Preston	31,399	30,416	3.2		31,399	7,900	7,102	89.9	4,685	12,565	1,907,165	5,695	2,165	9,049
Putnam	21,021	19,511	7.7	1,391	19,630	5,263	4,668	88.7	2,660	4,673	1,257,912	2,610	2,300	6,041
Raleigh	96,273	86,687	11.1	22,023	74,250	23,159	21,631	93.4	14,512	59.805	680,707	14,826	2,621	26,936
Randolph	30,558	30,259	1.0	9,121	21,437	7,485	6,819	91.1	4,875	15,630	1,507,131	5,084	2,092	8,727
Ritchie	12,535	15,389	—18.5		12,535	3,582	3,209	89.6	2,477	4,493	1,240,696	2,526	1,727	3,924
Roane	18,408	20,787	—11.4	2,587	15,821	4,470	3,867	86.5	2,471	6,058	2,126,054	2,692	1,643	5,471
Summers	19,183	20,409	—6.0	5,780	13,403	4,829	4,254	88.1	2,886	8,282	764,583	2,592	1,955	5,733
Taylor	18,422	19,919	—7.5	7,365	11,057	5,083	4,671	91.9	3,569	8,344	791,026	3,438	2,543	5,389
Tucker	10,600	13,173	—19.5		10,600	2,715	2,482	91.4	2,079	4,414	383,741	1,574	1,686	2,699
Tyler	10,535	12,559	—16.1	694	9,841	3,077	2,769	90.0	2,247	3,972	806,361	2,009	1,898	3,251
Upshur	19,242	18,360	4.8	6,016	13,226	5,088	4,493	88.3	2,815	8,350	1,204,086	3,278	1,666	5,660
Wayne	38,696	35,566	8.8	11,164	27,532	8,090	7,038	87.0	4,509	7,137	1,284,485	3,727	2,070	10,447
Webster	17,888	18,080	—1.1		17,888	4,150	3,631	87.5	2,223	6,747	236,478	2,203	2,105	4,542
Wetzel	20,154	22,342	—9.8	5,978	14,176	5,623	5,021	89.3	3,515	9,983	868,631	3,637	2,168	5,926
Wirt	5,119	6,475	—20.9		5,119	1,362	1,167	85.7	803	998	656,527	687	1,294	1,629
Wood	66,540	62,339	6.6	46,512	20,028	19,528	18,473	94.6	13,946	53,482	1,873,131	15,655	2,862	23,480
Wyoming	37,540	29,774	26.1	3,470	34,070	8,517	7,716	90.6	4,161	16,530	194,632	5,182	2,545	10,433

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

WISCONSIN

SPOT RATE FINDER

ADAMS, 1,425 pop.; Adams Co.; TV alloc.: Chan. *58.

ANTIGO, 9,902 pop.; Langlade Co.
WATK, 250w-D, 900kc

	SB	1M	5M	15M	30M	1 Hr
D	3.25	5.50	12.00	20.00	35.00	

APPLETON, 34,010 pop.; 9,951 homes; 98.7% radio; 9,822 radio homes; Outagamie Co.; TV alloc.: Chan. 42.
WHBY, 250w, 1230kc, MBS, Everett-McKinney

D	5.75	5.75	13.00	22.00	35.00	60.00
N	8.75	8.75	16.00	32.00	48.00	80.00

ASHLAND, 10,640 pop.; 3,118 homes; 96.9% radio; 3,021 radio homes; Ashland Co.; TV alloc.: Chan. 15.
WATW, 250w, 1400kc, MBS, Walker, O'Connor

D	3.00	4.50	9.00	18.00	27.00	45.00
N	4.50	6.00	15.00	30.00	45.00	75.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

BEAVER DAM, 11,867 pop.; 3,625 homes; 98.2% radio; 3,560 radio homes; Dodge Co.; TV alloc.: Chan. 37.
WBEV, 1kw-D, 1430kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	5.00	10.00	20.00	30.00	50.00

BELOIT, 29,590 pop.; 8,949 homes; 98.3% radio; 8,797 radio homes; Rock Co.; TV alloc.: Chan. 57.
WBEL, 1kw-D, 1380kc, Conlan

D	6.00	6.00	10.00	20.00	36.00	60.00

WGEZ, 100w, 1490kc, MBS, Rambeau

D	6.00	6.00	15.00	24.00	36.00	60.00
N	6.00	6.00	15.00	24.00	36.00	60.00

CHILTON, 2,367 pop.; Calumet Co.; TV alloc.: Chan. *24.

EAU CLAIRE, 36,058 pop.; 10,674 homes; 98.1% radio; 10,471 radio homes; Chippewa, Eau Claire Cos.; TV alloc.: Chans. 13, *19, 25.

2 AM affiliates, average 1-time rates

D	4.03	2.80	7.05	13.83	27.00	49.00
N	7.13	4.25	12.38	26.25	50.00	90.00

– K E N O S H A –

WISCONSIN'S 4th LARGEST CITY

Served Locally by ONE Radio Station

W L I P

Kenosha, Wisconsin

Over 200 Leading Local Merchants
Use Our Media Year Around
They Live Here, They Know!

Represented by
EVERETT-McKINNEY, Inc.
New York • Chicago • Los Angeles • San Francisco

MARKET INDICATORS FOR WISCONSIN

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,434,575	'50	3,137,587	'40
Urban Population	1,987,888	'50	(1) 1,679,144	'40
Rural Population	1,446,687	'50	(1) 1,458,443	'40
Total Homes	968,253	'50	827,207	'40
Percentage Radio	97.7%	'50	91.7%	'40
Radio Homes	963,883	'50	743,078	'40
Retail Sales	$3,600,738,000	'51	$3,231,155,000	'48
Automobiles	1,246,136	'51	1,201,188	'50
Telephones	1,027,100	'52	676,800	'45
New Construction	$ 345,100,000	'47	$ 161,600,000	'40
Farm Income	$ 23,944,086	'49	$ 277,747,000	'40
Internal Revenue Collections	$ 962,300,915	'51	$ 758,371,637	'50

(1) Old urban definition of Census Bureau.

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

WBIZ, 250w, 1400kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.80	2.80	5.35	9.65	19.25	33.00
N	4.25	4.25	8.25	17.50	30.00	60.00

WEAU, 5kw, 790kc, NBC, Hollingbery, Bulmer & Johnson

D	5.25		8.75	18.00	35.00	65.00
N	10.00		16.50	35.00	70.00	120.00

WEAU-FM, Chan. 231, 94.1mc, 60kw
WRFW, 1kw-D, 1050kc, Forjoe

D	3.50		7.50	13.55	26.95	46.25
N	4.90		10.35	18.45	37.10	63.00

FOND du LAC, 29,936 pop.; 8,778 homes; 98.7% radio; 8,664 radio homes; Fond du Lac Co.; TV alloc.: Chan. 54.
KFIZ, 250w, 1450kc, MBS, Conlan

D		6.00	10.00	20.00	30.00	50.00
N		7.00	14.00	28.00	42.00	70.00

GREEN BAY, 52,735 pop.; 14,981 homes; 98.3% radio; 14,726 radio homes; Brown Co.; TV alloc.: Chans. 2, 6.

2 AM affiliates, average 1-time rates

D	8.00	10.00	17.46	31.60	51.00	85.00
N	11.50	13.75	13.12	41.20	66.00	110.00

WBAY, 5kw, 1360kc, CBS

D	10.00	12.00	25.92	43.20	72.00	120.00
N	14.00	17.50	30.24	50.40	84.00	140.00

WDUZ, 250w, 1400kc, ABC, Pearson

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

WJPG, 1kw, 1440kc, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	5.25	4.50	15.00	35.00	50.00	60.00
N	5.25	5.25	20.00	45.00	60.00	75.00

WJPG-FM, Chan. 266, 101.1mc, 14.4kw, Devney

N	5.00	10.00	15.00	25.00	

HARTFORD, 4,549 pop.; Washington Co.
WTKM, 500w-D, 1540kc

D	.90	4.25	9.25	15.00	35.00	50.00

JANESVILLE, 24,899 pop.; 7,466 homes; 98.7% radio; 7,369 radio homes; Rock Co.; TV aloc.: Chan. 63.
WCLO, 250w, 1230kc, MBS, Rambeau

D	5.60	5.60	14.00	22.40	33.60	56.00
N	7.00	7.00	17.50	28.00	42.00	70.00

WCLO-FM, Chan. 260, 99.9mc, 15kw, Rambeau, Bonus

KENOSHA, 54,368 pop.; 16,088 homes; 99.1% radio; 15,943 radio homes; Kenosha Co.; TV alloc.: Chan. 61.
WLIP, 250w-D, 1050kc, Everett-McKinney

D	5.25	8.75	10.00	19.00	37.00	50.00

LA CROSSE, 47,535 pop.; 13,840 homes; 98.5% radio; 13,632 radio homes; La Crosse Co.; TV alloc.: Chans. 8, *32, 38.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.42	7.32	9.33	19.33	29.00	48.33
N	8.88	11.73	19.33	38.67	58.00	96.67

WKBH, 5kw, 1410kc, NBC, Taylor, Conlan

D	6.60	9.00	12.00	24.00	36.00	60.00
N	11.00	15.00	24.00	48.00	72.00	120.00

WKTY, 1kw, 580kc, ABC, Weed, Conlan

D	4.70	6.35	8.50	17.00	25.50	42.50
N	7.65	10.20	17.00	34.00	51.00	85.00

WLCX, 250w, 1490kc, MBS

D	4.95	6.60	8.50	17.00	25.50	42.50
N	8.00	10.00	17.00	34.00	51.00	85.00

LADYSMITH, 3,924 pop.; Rusk Co.

WLDY, 250w, 1340kc, Clark, Lawson

D	3.60	3.60	5.20	11.20	16.80	28.00
N	4.50	4.50	6.50	14.00	21.00	35.00

MADISON, 96,056 pop.; 26,038 homes; 99.2% radio; 25,830 radio homes; Dane Co.; TV alloc.: Chans. 3, *21, 27, 33.

3 AM affiliates, average 1-time rates

D	7.58	7.58	14.67	26.25	46.00	77.50
N	12.83	12.83	25.00	45.00	80.00	133.33

WFOW (FM), Chan. 281, 104.9mc, 7.5kw

D	.85	1.00	2.00	4.50	8.00	15.00
N	1.25	1.75	3.00	5.50	12.00	20.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

Between
CHICAGO
and the
TWIN CITIES
"most people"
listen
"most often" to
WKBH
NBC
5,000 W 1410 KC
La Crosse, Wisconsin
For Details, Write
Howard Dahl, Manager
or
The O. L. TAYLOR CO.
(NATIONAL REPRESENTATIVES)

WIBA, 5kw, 1310kc, NBC, Avery-Knodel, Hooper, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	18.00	31.50	54.00	90.00
N	15.00	15.00	30.00	52.50	90.00	150.00

WIBA-FM, Chan. 268, 101.5mc, 45kw, Avery-Knodel, Bonus

WISC, 1kw, 1480kc, ABC, MBS, Hollingbery

D	4.75	4.75	8.00	17.25	30.00	52.50
N	8.50	8.50	15.00	32.50	60.00	100.00

WISC-FM, Chan. 251, 98.1mc, 1kw, Hollingbery, Bonus

WKOW, 10kw-D, 5kw-N, 1070kc, CBS, Headley-Reed

D	9.00	9.00	18.00	30.00	54.00	90.00
N	15.00	15.00	30.00	50.00	90.00	150.00

MANITOWOC, 27,598 pop.; 8,247 homes; 98.9% radio; 8,156 radio homes; Manitowoc Co.; TV alloc.: Chan. 65.

WOMT, 250w, 1240kc, MBS, Ra-Tel, Conlan

D	5.50	6.50	11.00	18.50	31.00	52.00
N	6.50	7.50	15.00	26.00	43.00	72.00

WWOC, 500w-D, 960kc
(CP)

MARINETTE, 14,178 pop.; 4,209 homes; 97.9% radio; 4,121 radio homes; Marinette Co.

WMAM, 250w-D, 100w-N, 570kc, NBC, Meeker

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

MARSHFIELD, 12,394 pop.; 3,416 homes; 97.2% radio; 3,320 radio homes; Wood Co.

WDLB, 250w, 1450kc

D	3.60	6.00	9.00	17.00	25.00	42.00
N	4.20	7.00	14.00	28.00	42.00	70.00

WDLB-FM, Chan. 280, 103.9mc, 250w, Bonus

MEDFORD, 2,799 pop.; Taylor Co.

WIGM, 250w, 1490kc, MBS, Continental

D	1.50	4.25	6.00	10.50	18.50	28.50
N	1.50	4.25	6.00	10.50	18.50	28.50

MENOMONIE, 8,245 pop.; Dunn Co.

WMNE, 500w-D, 1360kc
(Rates not available)

MERRILL, 8,951 pop.; Lincoln Co.

WLIN, 1kw, 550kc, MBS, Rambeau

D	7.50	7.50	12.00	20.00	30.00	50.00
N	10.00	10.00	18.00	36.00	54.00	90.00

WOSA (FM), Chan. 264, 100.7mc, 9.7kw, Bonus

(Continued from page 212)

WKOW
CBS

serves more homes per dollar in the

RICH WISCONSIN "MOO-LA" MARKET

Here's the one station that really blankets Wisconsin's rich "Moo-la" market, which includes Madison and 50 prosperous counties in central and southern Wisconsin. The average farm income is over $5,000 per home.

Day after day mail response from all over the state is proof that WKOW is your best radio buy in Wisconsin. More and more national advertisers are learning that WKOW delivers more homes per dollar in Wisconsin's land of "milk and money."

WISCONSIN'S MOST POWERFUL RADIO STATION

10,000 WATTS • 1070 ON YOUR DIAL

Ask Your Headley-Reed Representative

MONONA BROADCASTING CO. MADISON, WISCONSIN

Neenah · Menasha · Appleton

Wisconsin's 4th Largest city-zone market*

(ABC—AUDIT BUREAU)

*Only Milwaukee, Madison, and Racine are larger

Population: 83,277

RETAIL SALES	$77,469,000.00
Auto	11,380,000.00
Food	19,485,000.00
Drugs	2,001,000.00

Families: 21,500

EFFECTIVE BUYING INCOME:	$106,039,000.00
Per Capita	1,751.00
Per Family	5,894.00

(Source: Sales Management—1952 Edition)

The Valley's only Independent Station

Wisconsin
Neenah
Appleton
Menasha

1280 KC—1000 WATTS
DON C. WIRTH, Gen. Mgr.
NEENAH, WISCONSIN

Representatives:
GEORGE CLARK, INC.
Chicago—New York

ASK GEO. CLARK, Rep., about WNAM-FM STORECASTING, WRITE, WIRE, CALL TODAY!

WISCONSIN

SPOT RATE FINDER

(Continued from page 211)

MILWAUKEE, 637,392 pop.; 186,021 homes; 98.7% radio; 183,603 radio homes; Milwaukee Co.; TV alloc.: Chans. 4 (WTMJ-TV, now Chan. 3), *10, 12, 19, 25, 31.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	25.83	32.83	43.13	69.33	106.39	169.17
N	45.70	58.50	70.00	125.33	190.50	313.33

4 AM non-affiliates, average 1-time rates

D	11.19	13.19	22.50	41.00	72.50	100.00
N	13.83	17.17	31.33	56.00	103.33	150.00

WCAN, 5kw, 1250kc, ABC, Taylor

D	15.00	15.00	30.00	45.00	70.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

WEMP, 250w, 1340kc, Headley-Reed, Hooper

D	12.00	12.00	18.00	36.00	90.00	
N	16.50	16.50	24.00	48.00	120.00	

WEMP-FM, Chan. 231, 94.1mc, 35kw, Headley-Reed, Bonus

WFOX, 250w-D, 860kc, Clarke, O'Connell

D	8.00	16.00	32.00	48.00	80.00
N	10.00	20.00	40.00	60.00	100.00

WISN, 5kw, 1150kc, CBS, Katz

D	31.00	31.00	56.25	75.00	117.18	187.50
N	46.50	46.50	90.00	120.00	187.50	300.00

WISN-FM, Chan. 275, 12.9mc, 3kw, Katz, Bonus

WMIL, 1kw-D, 1290kc, Forjoe, Hooper

D	12.00	12.00	20.00	40.00	60.00	100.00

WOKY, 1kw, 920kc, Weed

D	12.75	12.75	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WTMJ, 5kw, 620kc, NBC, Christal

D	31.50	52.50		88.00	132.00	220.00
N	60.60	99.00		176.00	264.00	440.00

WTMJ-TV, Chan. 3, 10.2kw-aur.; 16.1kw-vis.; ABC, CBS, NBC, DuMont, Harrington, Righter & Parsons

D	90.00	90.00	120.00	192.00	288.00	480.00
N	150.00	150.00	200.00	320.00	480.00	800.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

MONROE, 7,037 pop.; Green Co.
WEKZ, 1260w-D

	SB	1M	5M	15M	30M	1 Hr
D	3.50	7.50	18.50	30.00	47.00	78.00

NEENAH, 12,437 pop.; 3,675 homes; 99.1% radio; 3,642 radio homes; Winnebago Co.

WNAM, 1kw, 1280kc, BMB, SAMS

D	4.50	6.00	10.00	25.00	50.00	70.00
N	6.50	8.00	12.00	30.00	50.00	70.00

WNAM-FM, Chan. 253, 98.5mc, 3.2kw, (Storecasts)

OSHKOSH, 41,084 pop.; 12,298 homes; 98.0% radio; 12,052 radio homes; Winnebago Co.; TV alloc.: Chan. 48.

WOSH, 250w, 1490kc, ABC, Pearson, Conlan

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

PARK FALLS, 2,924 pop.; Price Co.; TV alloc.: Chan. *18.

PORTAGE, 7,334 pop.; Columbia Co.; TV alloc.: Chan. 17.

POYNETTE, 969 pop.; Columbia Co.

WIBU, 250w, 1240kc

D	4.50	4.50	9.00	18.00	24.00	36.00
N	5.00	5.00	11.00	19.00	30.00	48.00

WWCF (FM), Chan. 235, 94.9mc, 37kw (For FM service add 50% to AM rate)

PRAIRIE du CHIEN, 5,392 pop.; Crawford Co.; TV alloc.: Chan. 34.

WPRE, 500w-D, 1280kc (CP)

RACINE, 71,193 pop.; 21,144 homes; 99.1% radio; 20,954 radio homes; Racine Co.; TV alloc.: Chans. 49, 55.

WRAC, 500w-D, 1460kc, Sears & Ayer, Conlan

D	6.00	10.00	14.00	28.00	42.00	70.00

WRJN, 250w, 1400kc, ABC, Walker, BMB.

D	10.00	13.00	20.00	37.00	55.00	92.00
N	10.00	13.00	20.00	37.00	55.00	92.00

WRJN-FM, Chan. 264, 100.7mc, 15kw, Walker, Bonus

RHINELANDER, 8,774 pop.; Oneida Co.; TV alloc.: Chan. 22.

WOBT, 250w, 1240kc, MBS

D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RICE LAKE, 6,898 pop.; Barron Co.; TV alloc.: Chan. 21.

WJMC, 250w, 1240kc, MBS, Hollingbery, Bulmer-Johnson

	SB	1M	5M	15M	30M	1 Hr
D		3.75	4.15	8.30	15.20	27.60
N		4.30	7.20	14.40	26.40	48.00

WJMC-FM, Chan. 242, 96.3mc, 4.4kw, Hollingbery, Bulmer-Johnson, Bonus

RICHLAND CENTER, 4,608 pop.; Richland Co.; TV alloc.: Chans. 15, *66.

WRCO, 250w, 1450kc, Conlan

D	3.35	3.75	5.25	10.00	15.00	25.00
N	4.50	5.00	8.00	18.00	26.00	50.00

SHAWANO, 5,893 pop.; Shawano Co.

WTCH, 1kw, 960kc

D	5.00	6.25	13.50	26.50	42.00	58.00
N	5.00	6.25	13.50	26.50	42.00	58.00

SHEBOYGAN, 42,365 pop.; 12,919 homes; 98.7% radio; 12,751 radio homes; Sheboygan Co.; TV alloc.: Chan. 59.

WHBL, 1kw-D, 250w-N, 1330kc, ABC

D	8.00	8.00	14.00	20.00	30.00	60.00
N	8.00	8.00	14.00	20.00	30.00	60.00

WHBL-FM, Chan. 262, 100.3mc, 15kw, Bonus

SHELL LAKE, 954 pop.; Washburn Co.; TV alloc.: Chan. 30.

SPARTA, 5,893 pop.; Monroe Co.; TV alloc.: Chan. 50.

WKLJ, 250w-D, 990kc

D		3.30	8.70	17.30	26.00	43.30
N		3.60	9.85	18.55	28.90	47.90

STEVENS POINT, 16,564 pop.; 4,434 homes; 97.2% radio; 4,310 radio homes; Portage Co.; TV alloc.: Chans. 20, 26.

WSPT, 250w-D, 1010kc, Holman

D	5.70	5.70	11.45	22.85	34.30	57.45

STURGEON BAY, 7,054 pop.; Door Co.; TV alloc.: Chan. 44.

2 AM non-affiliates, average 1-time rate

D	.76	4.75	8.25	14.50	25.00	42.50

WDOR, 500w-D, 910kc, McGillvra

D		6.00	10.00	15.00	30.00	50.00

WOKW, 250w-D, 1050kc

D	.76	3.50	6.50	14.00	20.00	35.00

WEMP MILWAUKEE

one of *America's Greatest* independent radio stations

IN CITIES OF 500,000 OR MORE*

WEMP delivers more listeners per dollar—morning, afternoon and evening—than any other station in Milwaukee. For $100 per week or more, WEMP offers 2 times the audience of network station #1 and 2½ times the audience of network station #2.**

•

Advertisers who have been disappointed by "will-o-the-wisp" audiences are turning to WEMP where they can be sure of program stability and ratings to match.

Ask Headley-Reed for the details.

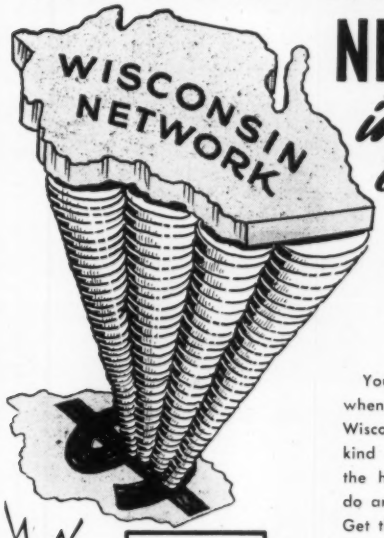
1st MORNING
2nd NOON
2nd NIGHT

** Dec.-Apr., 1952, Comprehensive Hooperatings, highest individual 15-min. strip rating, 8:00 a.m.—6:00 p.m.

* Hooper Radio Audience Indexes—Unaffiliated Radio Stations, Mar.-Apr., 1952.

WEMP 1340 ON YOUR DIAL
24 HOURS OF MUSIC, NEWS, SPORTS

ONLY *with* WISCONSIN NETWORK.. *in Wisconsin can you cover this* BILLION DOLLAR MARKET!



1st in DAIRY PRODUCTS

You can't beat Home-town Stations when you want peak audiences . . . Wisconsin Network Stations are that kind . . . They're programmed for the home-town folks . . . And they do an exceptional job for advertisers. Get the facts . . . See how easily you can place business on these stations with one order, one invoice and one payment.

WRJN, Racine
WHBL, Sheboygan
WGEZ, Beloit
WCLO, Janesville
WHBY, Appleton
KFIZ, Fond du Lac
WJPG, Green Bay
WIBU, Madison
WFHR, Wis. Rapids

Represented by Devney & Company, New York

WISCONSIN NETWORK

Phone 723 Wisconsin Rapids, Wis.

* * *

SUPERIOR, 35,325 pop.; 10,525 homes; 97.9% radio; 10,303 radio homes; Douglas Co.; TV alloc.: (see Duluth, Minn.).

WDSM, 5kw, 710kc, ABC, Free & Peters, Hooper

	SB	1M	5M	15M	30M	1 Hr
D		6.00	12.00	24.00	36.00	60.00
N		12.00	24.00	48.00	72.00	120.00

TWO RIVERS, 10,243 pop.; 2,980 homes; 99.3% radio; 2,959 radio homes; Manitowoc Co.

WTRW, 500w-D, 1590kc

D	3.00	5.00	10.50	17.50	27.00

WATERTOWN, 12,417 pop.; 3,793 homes; 97.6% radio; 3,701 radio homes; Dodge, Jefferson Cos.

WTTN, 250w-D, 1580kc, Conlan

D	4.00	5.00	9.00	14.00	26.00	50.00

WAUKESHA, 21,233 pop.; 5,787 homes; 99.1% radio; 5,735 radio homes; Waukesha Co.

WAUX, 250w-D, 1510kc, Holman

D	8.00	15.00	20.00	30.00	50.00

WAUSAU, 30,414 pop.; 8,860 homes; 98.3% radio; 8,709 radio homes; Marathon Co.; TV alloc.: Chans. 7, 16, *46.

WHVF, 250w, 1230kc (CP)

WSAU, 250w, 1400kc, NBC, Meeker

D	6.00	6.75		14.00	24.00	40.00
N	8.00	9.00		24.00	36.00	60.00

WEST BEND, 6,894 pop.: Washington Co.

WBKV, 500w-D, 1470kc

D	4.15	6.00	10.60	16.50	30.70	59.00

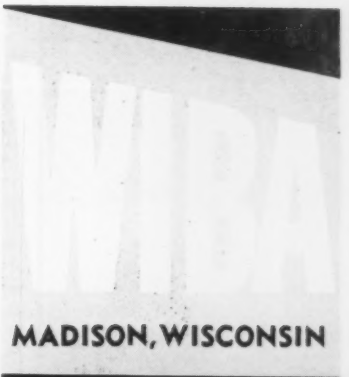
WISCONSIN RAPIDS, 13,496 pop.; 3,878 homes; 98.0% radio; 3,800 radio homes; Wood Co.; TV alloc.: Chan. 14.

WFHR, 250w, 1340kc, MBS, Crossley

D	6.00	6.00	9.00	17.00	25.00	42.00
N	7.00	7.00	14.00	20.00	30.00	50.00

WFHR-FM, Chan. 277, 103.3mc, 2kw, Bonus

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.



MADISON, WISCONSIN

27 YEARS IN THE MARKET

HIGHEST RATINGS

20 COUNTY BMB AREA

population **714,935***

number of farms **52,385***

radio homes **196,873***

total retail sales **$651,013,000****

per capita effective buying income **$1100.10*****

* U. S. Census 1950
** U. S. Census of Business 1948
*** Sales Management 1952

COVERS 87,000 RURAL-RICH FAMILIES WHO LISTEN 75% OF THE TIME TO . . .

Ask Avery-Knodel

New York, Chicago, San Francisco, Dallas, Los Angeles, Atlanta

WISCONSIN MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Adams	7,906	8,449	—6.4		7,906	2,365	2,223	94.0	1,695	4,427	$ 2,289,075	2,335	61	30,000
Ashland	19,461	21,801	—10.7	10,640	8,821	5,535	5,303	95.8	4,635	21,096	1,807,025	4,608	889	460,000
Barron	34,703	34,289	1.2	6,898	27,895	9,873	9,518	96.4	7,475	38,510	15,840,942	10,016	915	500,000
Bayfield	13,760	15,827	—13.1		13,760	3,950	3,772	95.5	3,323	7,375	3,163,842	3,299	413	248,000
Brown	98,314	83,109	18.3	70,067	28,247	26,208	25,658	97.9	18,897	105,420	13,279,650	28,105	9,189	7,339,000
Buffalo	14,719	16,090	—8.5		14,718	4,060	3,914	96.4	3,402	9,543	8,955,142	4,130	265	125,000
Burnett	10,236	11,382	—10.1		10,236	3,077	2,925	95.2	2,450	6,539	3,344,656	2,907	72	25,000
Calumet	18,840	17,618	6.9		18,840	5,095	4,988	97.9	3,914	17,709	10,442,272	5,787	1,502	931,000
Chippewa	42,839	40,703	5.2	14,298	28,541	11,033	10,603	96.1	8,025	40,089	12,952,626	11,159	1,919	1,284,000
Clark	32,459	33,972	—4.5	2,663	29,796	8,865	8,413	94.9	6,794	28,134	17,557,720	9,014	796	450,000
Columbia	34,023	32,517	4.6	10,584	23,439	9,992	9,732	97.4	7,846	38,847	18,423,651	11,337	1,539	761,000
Crawford	17,652	18,328	—3.7	5,392	12,260	4,756	4,575	96.2	3,714	12,385	7,801,643	4,468	821	400,000
Dane	169,357	130,660	29.6	114,944	54,413	46,094	45,495	98.7	33,071	183,144	37,845,261	50,276	10,933	7,714,000
Dodge	57,611	54,280	6.1	25,425	32,186	16,029	15,692	97.9	12,624	47,129	28,243,236	16,446	4,974	3,158,000
Door	20,870	19,095	9.3	7,054	13,816	5,990	5,792	96.7	4,228	20,567	7,475,747	6,697	1,025	635,000
Douglas	46,715	47,119	—0.9	35,664	11,051	13,684	13,273	97.0	11,366	45,210	2,799,833	11,691	1,475	1,028,000
Dunn	27,341	27,375	—0.1	8,245	19,096	7,496	7,219	96.3	5,923	22,724	13,545,120	7,703	322	222,000
Eau Claire	54,187	46,999	15.3	35,404	18,783	15,465	15,017	97.1	11,012	58,717	6,621,861	15,888	6,437	4,904,000
Florence	3,756	4,177	—10.1		3,756	1,087	1,040	95.7	866	2,211	645,442	1,038	75	35,000
Fond du Lac	67,829	62,353	8.8	37,553	30,276	18,899	18,502	97.9	14,918	75,122	22,867,504	21,114	6,710	4,390,000
Forest	9,437	11,805	—20.1		9,437	2,528	2,407	95.2	2,096	6,435	1,063,614	2,191	750	473,000
Grant	41,460	40,639	2.0	9,017	32,443	11,748	11,302	96.2	9,178	40,341	24,136,304	11,868	782	406,000
Green	24,172	23,146	4.4	7,037	17,135	7,181	6,994	97.4	5,778	32,630	18,614,651	7,749	664	416,000
Green Lake	14,749	14,092	4.7	4,660	10,089	4,506	4,348	96.5	3,470	17,469	7,414,431	4,990	1,209	528,000
Iowa	19,610	20,595	—4.8	2,532	17,078	5,534	5,335	96.4	4,561	13,999	15,194,463	5,477	231	106,000
Iron	8,714	10,048	—13.3	3,034	5,680	2,527	2,441	96.6	2,158	7,118	659,037	2,257	219	155,000
Jackson	16,073	16,599	—3.2	2,824	13,249	4,552	4,297	94.4	3,333	13,002	6,965,574	4,460	218	113,000
Jefferson	43,069	38,868	10.8	21,681	21,388	12,611	12,371	98.1	9,844	49,379	16,570,284	14,303	5,076	3,490,000
Juneau	18,930	18,708	1.2	3,171	15,759	5,349	5,098	95.3	3,792	16,183	5,102,506	5,246	276	128,000
Kenosha	75,238	63,505	18.5	54,368	20,870	21,950	21,731	99.0	16,054	81,492	8,672,491	23,385	15,714	12,676,000
Kewaunee	17,366	16,680	4.1	5,967	11,399	4,731	4,565	96.5	3,733	13,539	7,970,800	5,281	1,543	960,000
La Crosse	67,587	59,653	13.3	50,096	17,491	19,036	18,655	98.0	14,516	76,781	7,875,587	18,889	9,173	6,640,000
Lafayette	18,137	18,695	—3.0		18,137	5,095	4,932	96.8	4,172	16,297	17,055,218	5,336	165	72,000
Langlade	21,975	23,227	—5.4	9,902	12,073	5,899	5,734	97.2	4,832	22,962	7,660,182	5,790	1,188	655,000
Lincoln	22,235	22,536	—1.3	12,485	9,750	6,319	6,009	95.1	4,720	22,051	4,713,045	6,373	2,797	1,859,000
Manitowoc	67,159	61,617	9.0	37,841	29,318	18,816	18,515	98.4	14,678	66,417	15,635,643	20,241	10,349	7,164,000
Marathon	80,337	75,915	5.8	33,091	47,246	21,346	20,620	96.6	15,383	76,403	23,177,694	22,670	7,753	5,534,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

THE LITTLE STATION WITH THE..... BIG WALLOP!

NBC
WMAM
J. D. Mackin, General Manager

MARINETTE MENOMINEE

Represented Nationally by George W. Clark*, Inc.

County	1950 Population	1940 Population	Percentage Increase	Urban 1950 Population	Rural 1950 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Mfg. Employment	1949 Mfg. Taxable Payrolls 1st Qtr.
Marinette	35,748	36,225	—1.3	14,178	21,570	10,045	9,703	96.6	7,743	31,781	6,251,260	9,772	3,813	2,789,000
Marquette	8,839	9,097	—2.8		8,839	2,710	2,593	95.7	2,026	6,673	3,634,156	2,884	117	79,000
Milwaukee	871,047	766,885	13.6	826,936	44,111	249,316	246,075	98.7	200,528	1,054,248	6,535,776	239,454	174,898	143,744,000
Monroe	31,378	30,080	4.3	10,653	20,725	8,242	7,805	94.7	5,967	23,164	11,396,207	9,482	494	217,000
Oconto	26,238	27,075	—3.1	5,055	21,183	7,097	6,827	96.2	5,471	19,235	9,686,712	7,246	1,650	930,000
Oneida	20,648	18,938	9.0	8,774	11,874	6,045	5,779	95.6	4,158	24,169	1,949,608	6,209	1,739	1,273,000
Outagamie	81,722	70,032	16.7	50,862	30,860	21,984	21,538	98.2	16,079	86,905	17,303,343	23,496	9,789	7,176,000
Ozaukee	23,361	18,985	23.0	7,565	15,796	6,591	6,472	98.2	4,635	23,597	6,943,306	8,070	2,816	1,975,000
Pepin	7,462	7,897	—5.5		7,462	2,028	1,951	96.2	1,620	6,828	3,615,058	2,165	140	66,000
Pierce	21,448	21,471	—0.1	3,451	17,997	5,925	5,712	96.4	4,843	19,037	11,022,847	6,247	380	193,000
Polk	24,944	26,197	—4.8		24,944	7,183	6,946	96.7	5,770	23,731	12,539,717	7,409	360	176,000
Portage	34,858	35,800	—2.6	16,564	18,294	9,117	8,743	95.9	7,012	28,967	7,776,177	9,405	2,042	1,261,000
Price	16,344	18,467	—11.5	2,924	13,420	4,731	4,480	94.7	3,551	14,039	3,885,982	4,305	884	669,000
Racine	109,585	94,047	16.5	81,317	28,268	31,400	31,086	99.0	23,880	131,868	11,661,646	33,810	23,978	20,242,000
Richland	19,245	20,381	—5.6	4,608	14,637	5,426	5,204	95.9	4,358	18,166	10,832,164	5,313	307	153,000
Rock	92,778	80,173	15.7	63,842	28,936	27,216	26,699	98.1	20,662	109,066	22,541,987	29,740	15,875	12,641,000
Rusk	16,790	17,737	—5.3	3,924	12,866	4,621	4,399	95.2	3,509	14,060	6,011,962	4,327	458	267,000
St. Croix	25,905	24,842	4.3	6,747	19,158	7,158	6,986	97.6	5,541	23,733	13,279,852	7,617	678	430,000
Sauk	38,120	33,700	13.1	11,336	26,784	10,986	10,601	96.5	7,792	38,361	15,012,380	11,293	921	440,000
Sawyer	10,323	11,540	—10.5		10,323	2,990	2,811	94.0	2,129	8,906	1,613,849	2,796	126	48,000
Shawano	35,249	35,378	—0.4	5,894	29,355	9,397	9,012	95.9	7,053	25,923	14,543,683	9,768	1,388	733,000
Sheboygan	80,631	76,221	5.8	50,507	30,124	23,621	23,267	98.5	19,202	77,456	15,690,181	24,592	12,838	9,129,000
Taylor	18,456	20,105	—8.2	2,799	15,657	4,916	4,631	94.2	3,631	12,926	8,011,227	4,636	614	353,000
Trempealeau	23,730	24,381	—2.7		23,730	6,584	6,314	95.9	5,022	19,348	11,746,026	6,768	386	203,000
Vernon	27,906	29,940	—6.8	3,795	24,111	7,949	7,575	95.3	6,261	19,792	15,480,063	7,898	213	108,000
Vilas	9,363	8,894	5.3		9,363	2,801	2,667	95.2	1,836	11,304	364,269	2,935	280	150,000
Walworth	41,584	33,103	25.6	16,343	25,241	12,369	12,134	98.1	8,720	50,476	17,839,814	14,599	2,519	1,742,000
Washburn	11,665	12,496	—6.7	2,597	9,068	3,439	3,301	96.0	2,686	10,293	2,971,215	3,157	122	71,000
Washington	33,902	28,430	19.2	11,398	22,504	9,396	9,208	98.0	6,735	34,458	11,819,450	11,200	4,365	2,996,000
Waukeska	85,901	62,744	36.9	29,137	56,764	23,599	23,363	99.0	15,260	74,780	16,489,004	29,271	6,648	5,268,000
Waupaca	35,056	34,614	1.3	12,316	22,740	10,114	9,770	96.6	7,793	39,431	12,959,726	11,132	2,372	1,508,000
Waushara	13,920	14,268	—2.4	33	13,887	4,177	4,002	95.8	3,128	11,820	6,054,113	4,550	185	72,000
Winnebago	91,103	80,507	13.2	65,906	25,197	26,128	25,658	98.2	20,162	97,381	11,609,565	26,383	15,612	11,723,000
Wood	50,500	44,465	13.6	25,890	24,610	13,671	13,261	97.0	9,839	51,420	8,944,388	15,015	7,105	5,165,000

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

WYOMING

SPOT RATE FINDER

BUFFALO, 2,674 pop.; Johnson Co.; TV alloc.: Chan. 29.

CASPER, 23,673 pop.; 7,774 homes; 96.7% radio; 7,517 radio homes; Natrona Co.; TV alloc.: Chans. 2, 6.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	3.75	3.75	6.25	11.80	19.50	32.50
N	5.25	5.25	11.00	18.00	30.00	50.00

KSPR, 1kw, 1470kc, MBS, Sears-Ayer, Conlan

D	4.00	4.00	7.70	12.60	21.00	35.00
N	5.50	5.50	11.00	18.00	30.00	50.00

KVOC, 250w, 1230kc, ABC

D	3.50	3.50	6.80	11.00	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

CHEYENNE, 31,935 pop.; 10,040 homes; 98.3% radio; 9,869 radio homes; Laramie Co.; TV alloc.: Chans. 3, 5.

KFBC, 250w, 1240kc, McGillvra

D	4.00	7.50	15.00	26.25	45.00
N	6.00	12.50	18.75	35.00	60.00

KVWO, 1kw, 1370kc, MBS, Avery-Knodel

D	3.80	3.80	9.00	11.70	17.55	29.25
N	5.85	5.85	5.75	18.00	27.00	45.00

CODY, 3,872 pop.; Park Co.; TV alloc.: Chan. 24.

KODI, 250w, 1400kc, McGillvra

D	4.00	7.50	15.00	25.00	40.00
N	4.00	7.50	15.00	25.00	40.00

DOUGLAS, 2,544 pop.; Converse Co.; TV alloc.: Chan. 14.

EVANSTON, 3,863 pop.; Uinta Co.; TV alloc.: Chan. 14.

GILLETTE, 2,191 pop.; Campbell Co.; TV alloc.: Chan. 31.

GREEN RIVER, 3,187 pop.; Sweetwater Co.; TV alloc.: Chan. 16.

GREYBULL, 2,262 pop.; Big Horn Co.; TV alloc.: Chan. 40.

LANDER, 3,349 pop.; Fremont Co.; TV alloc.: Chan. 17.

KOVE, 250w, 1230kc, MBS, KBS

D	3.50	3.00	5.00	9.00	16.00	27.50
N	4.50	3.50	6.00	10.00	18.00	30.00

LARAMIE, 15,581 pop.; 4,377 homes; 97.5% radio; 4,268 radio homes; Albany Co.; TV alloc.: Chans. *8, 18.

KOWB, 250w, 1340kc, ABC, McGillvra

D	3.00	3.00	5.20	8.80	13.20	22.00
N	4.00	4.00	6.40	12.80	19.20	32.00

LOVELL, 2,508 pop.; Big Horn Co.; TV alloc.: Chan. 36.

LUSK, 2,089 pop.; Niobrara Co.; TV alloc.: Chan. 19.

NEWCASTLE, 3,395 pop.; Weston Co.; TV alloc.: Chan. 28.

POWELL, 3,804 pop.; Park Co.; TV alloc.: Chan. 30.

KPOW, 1kw, 1260kc, MBS, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.50	15.00	26.00	45.00
N	4.00	4.00	7.50	15.00	26.00	45.00

RAWLINS, 7,415 pop.; Carbon Co.; TV alloc.: Chan. 11.

KRAL, 250w, 1240kc, ABC, McGillvra

D	2.75	2.75	6.00	12.00	18.00	30.00
N	4.00	4.00	8.00	16.00	24.00	40.00

RIVERTON, 4,412 pop.; Fremont Co.; TV alloc.: Chan. 10.

KWRL, 250w, 1450kc, KBS

D	7.00	15.00	25.00	40.00	
N	7.00	15.00	25.00	40.00	

* * *

ROCK SPRINGS, 10,857 pop.; 3,332 homes; 96.7% radio; 3,222 radio homes; Sweetwater Co.; TV alloc.: Chan. 13.

KVRS, 1kw-D, 500w-N, 1360kc, MBS, Avery-Knodel, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	18.50	27.50	45.00
N	7.50	7.50	12.50	25.00	37.50	60.00

SHERIDAN, 11,500 pop.; 3,902 homes; 97.6% radio; 3,808 radio homes; Sheridan Co.; TV alloc.: Chans. 9, 12.

KWYO, 1kw-D, 500w-N, 1410kc, MBS, Avery-Knodel

D	3.75	3.75	7.50	15.00	26.25	45.00
N	5.00	5.00	10.00	20.00	35.00	60.00

* * *

THERMOPOLIS, 2,870 pop.; Hot Springs Co.; TV alloc.: Chan. 15.

TORRINGTON, 3,247 pop.; Goshen Co.; TV alloc.: Chan. 27.

KGOS, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D			7.00	15.00	25.00	40.00
N			7.00	15.00	25.00	40.00

WHEATLAND, 2,286 pop.; Platte Co.; TV alloc.: Chan. 24.

WORLAND, 4,202 pop.; Washakie Co.; TV alloc.: Chan. 34.

KWOR, 250w, 1490kc, KBS

D	7.50	15.00	25.00	40.00	
N	7.50	15.00	25.00	40.00	

* * *

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

WYOMING MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	Percentage Increase	1950 Urban Population	1950 Rural Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1951 Retail Sales ($ 000)	1949 Farm Income	1951 Automobiles	1949 Median Fam. Income	1950 Employed
Albany	19,055	13,946	36.6	15,581	3,474	5,391	5,224	96.9	3,587	27,384	$ 4,320,735	6,889	$3,627	7,362
Big Horn	13,176	12,911	2.1	2,508	10,668	3,601	3,504	97.3	2,697	12,017	7,220,134	3,781	3,181	4,638
Campbell	4,839	6,048	—20.0		4,839	1,476	1,439	97.5	1,359	6,720	6,085,350	1,786	2,854	1,919
Carbon	15,742	12,644	24.5	7,415	8,327	4,665	4,469	95.8	2,927	17,828	7,953,988	5,273	3,824	6,227
Converse	5,933	6,631	—10.5	2,544	3,389	1,840	1,794	97.5	1,504	7,469	4,115,563	2,324	3,236	2,170
Crook	4,738	5,463	—13.3		4,738	1,405	1,340	95.4	1,065	4,088	5,031,712	1,457	2,526	2,062
Fremont	19,580	16,095	21.7	7,491	12,089	5,461	5,182	94.9	3,041	20,879	7,198,144	6,341	3,231	7,218
Goshen	12,634	12,207	3.5	3,247	9,387	3,613	3,526	97.6	2,487	14,686	14,603,133	4,439	2,872	4,505
Hot Springs	5,250	4,607	14.0	2,870	2,380	1,634	1,587	97.1	1,087	6,761	2,307,115	1,898	3,508	1,823
Johnson	4,707	4,980	—5.5	2,674	2,033	1,467	1,419	96.7	1,205	5,541	4,157,790	1,886	2,611	1,826
Laramie	47,662	33,651	41.6	31,935	15,727	12,856	12,625	98.2	7,437	55,518	8,723,605	18,346	3,697	15,729
Lincoln	9,023	10,286	—12.3		9,023	2,460	2,413	98.1	2,238	9,436	4,739,249	2,674	2,813	3,132
Natrona	31,437	23,858	31.8	23,673	7,764	9,993	9,693	97.0	6,342	50,172	4,304,522	14,540	4,318	13,101
Niobrara	4,701	5,988	—21.5		4,701	1,455	1,417	97.4	1,353	6,795	3,623,463	1,811	3,057	1,882
Park	15,182	10,976	38.3	7,676	7,506	4,512	4,359	96.6	2,463	22,508	7,081,977	5,282	3,622	5,665
Platte	7,925	8,013	—1.1		7,925	2,410	2,328	96.6	1,751	9,763	7,258,235	2,824	2,846	3,087
Sheridan	20,185	19,255	4.8	11,500	8,685	6,126	5,961	97.3	4,660	26,931	6,810,251	7,007	3,260	7,171
Sublette	2,481	2,778	—10.7		2,481	750	725	96.7	648	2,383	3,271,183	873	3,042	969
Sweetwater	22,017	19,407	13.4	14,044	7,973	6,315	6,132	97.1	4,844	28,221	1,785,403	6,712	3,590	8,322
Teton	2,593	2,543	2.0		2,593	767	737	96.1	582	4,246	1,099,783	1,158	2,750	1,075
Uinta	7,331	7,223	1.5	3,863	3,468	1,943	1,883	96.9	1,521	9,232	2,678,315	2,226	3,402	2,576
Washakie	7,252	5,858	23.8	4,202	3,050	2,046	1,976	96.6	1,121	10,471	3,910,884	2,592	3,563	2,645
Weston	6,733	4,958	35.8	3,395	3,338	1,997	1,933	96.8	1,104	6,542	2,356,937	2,392	3,467	2,555
Yellowstone National Park	353	416	—15.1		353	106	106	100.0	103	2,565	.....	.....	.....	177

Note: For sources see foreword. 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed.

ALASKA

SPOT RATE FINDER

ANCHORAGE, 11,254 pop.; 3rd Jud. Div., Anchorage Recording Dist.; TV alloc.: Chans. 2, *7, 11, 13.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	7.50	8.75	12.50	25.00	37.50	62.50
N	12.00	14.03	45.00	37.50	60.00	100.00

KBYR, 250w, 1240kc, Cooke

D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

KENI, 5kw, 550kc, NBC, MBS, Young, ABC

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	11.25	18.00	30.00	45.00	80.00

(Combination with KFAR Fairbanks, Alaska.)

KFQD, 5kw, 600kc, CBS, Pan American, Scott

D	7.50	10.50	15.00	30.00	45.00	75.00
N	12.00	16.80	27.00	45.00	75.00	120.00

FAIRBANKS, 5,711 pop.; 4th Jud. Div., Fairbanks Recording Dist., TV alloc.: Chans. 2, 4, 7, *9, 11, 13.

2 AM affiliates, average 1-time rates

D	5.00	8.00	12.13	22.00	33.00	55.00
N	8.00	11.63	18.50	31.00	50.00	90.00

KFAR, 10kw, 660kc, NBC, ABC, MBS, Don Lee

D	6.00	9.00	14.25	24.00	36.00	60.00
N	8.00	12.00	19.00	32.00	50.00	100.00

KFRB, 5kw, 79kc, CBS, Pan American, Scott

D	5.00	7.00	10.00	20.00	30.00	50.00
N	8.00	11.25	18.00	30.00	50.00	80.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

JUNEAU, 5,956 pop.; 1st Jud. Div., Juneau Recording Dist.; TV alloc.: Chans. *3, 8, 10.

KINY, 5kw, 1460kc, CBS, Pan American, Scott

	SB	1M	5M	15M	30M	1 Hr
D	6.25	8.75	12.50	25.00	37.50	60.00
N	10.00	13.50	22.50	37.50	60.00	100.00

KJNO, 1kw-D, 500w-N, 630kc, ABC, NBC, MBS, Don Lee

D		6.00	9.00	15.00	25.00	40.00
N		11.00	17.00	27.50	45.00	70.00

KETCHIKAN, 5,305 pop.; 1st Jud. Div., Ketchikan Recording Dist.; TV alloc.: Chans. 2, 4, *9.

KABI, 1kw-D, 500w-N, 580kc, ABC, NBC, MBS (CP)

D	4.00	6.00	9.00	15.00	25.00	40.00
N	7.00	11.00	17.00	27.50	45.00	70.00

KTKN, 1kw, 930kc, CBS, Pan American, Scott

D	5.00	7.00	10.00	20.00	30.00	50.00
N	8.00	11.25	18.00	30.00	50.00	80.00

SEWARD, 2,114 pop.; 3rd Jud. Div., Seward Recording Dist.; TV alloc.: Chans. 4, 9.

KIBH, 250w, 1340kc, CBS, Pan American, Scott

D	3.75	5.25	7.50	15.00	22.50	40.00
N	6.00	8.50	15.00	25.00	40.00	60.00

SITKA, 1,985 pop.; 1st Jud. Div., Sitka Recording Dist.; TV alloc.: Chan. 13.

KALA, 25w, 1400kc
(No rates available)

KIFW, 250w, 1230kc, CBS, Pan American, Scott

D	3.75	5.25	7.50	15.00	22.50	40.00
N	6.00	8.50	15.00	25.00	40.00	60.00

* * *

MARKET INDICATORS FOR ALASKA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	128,643	'50	72,524	'40
Percent Change	1940 to 1950 77.4%		1930 to 1940 22.3%	
Urban Population	34,262	'50	17,374	'40
Rural Population	94,381	'50	55,150	'40
Retail Sales	$ 114,000,000	'51		

Radio Homes by Cities (Source: Alaska Radio Sales)

Anchorage	30,830	Juneau	21,780
Seward	6,620	Ketchikan	19,600
Fairbanks	24,060	Sitka	3,110

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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MARKET INDICATORS FOR WYOMING

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	290,529	'50	250,742	'40
Urban Population	144,618	'50	93,577	'40
Rural Population	145,911	'50	157,165	'40
Total Homes	84,289	'50	69,374	'40
Percentage Radio	97.1%	'50	84.4%	'40
Radio Homes	84,020	'50	57,126	'40
Retail Sales	$ 362,156,000	'51	$ 307,161,000	'48
Automobiles	149,334	'51	145,423	'50
Telephones	82,200	'52	44,100	'45
New Construction	$ 46,300,000	'47	$ 28,300,000	'40
Median Family Income	$ 2,964	'49		
Farm Income	$ 121,835,629	'49	$ 82,900,842	'44
Employed	107,836	'50	82,259	'40
Internal Revenue Collections	$ 48,920,397	'51	$ 37,425,839	'50

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

HAWAII

SPOT RATE FINDER

HILO, 27,198 pop.; Hawaii Co., South Hilo Dist. (Hawaii I.); TV alloc.: Chans. 2, *4, 7, 9, 11, 13.

KHBC, 1kw, 970kc
(Consult station for rates)

KILA, 1kw, 850kc, MBS, Don Lee, Hollingbery

	SB	1M	5M	15M	30M	1 Hr
D	2.70	3.20	4.00	8.00	12.00	20.00
N	5.35	6.40	8.00	16.00	24.00	40.00

KIPA, 1kw, 111kc, Aloha, Grant

D			6.88	13.00	19.50	32.50
N			13.00	26.00	39.00	65.00

HONOLULU, 248,034 pop.; Honolulu Co., Honolulu Dist. (Oahu I.); TV alloc.: Chans. 2, 4, *7, 9, 11, 13.

4 AM affiliates, average 1-time rates

D	9.80	12.41	15.13	30.26	45.02	75.28
N	17.60	22.31	27.01	54.03	80.41	134.50

2 AM non-affiliates, average 1-time rates

D	5.82	7.50	10.87	19.00	28.50	47.50
N	11.88	15.00	21.75	38.00	57.00	95.00

KAHU, 1kw, 920kc

D		6.00	10.00	14.00	22.50	30.00
N		8.00	15.00	22.00	35.00	55.00

KGMB, 5kw, 590kc, CBS, Free & Peters, Hooper

D	10.20	12.75	14.03	28.05	42.08	70.13
N	20.40	25.50	28.05	56.10	84.15	140.25

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.

KGU, 2.5kw, 760kc, NBC, Katz

	SB	1M	5M	15M	30M	1 Hr
D	10.00	12.50	15.00	30.00	45.00	75.00
N	15.00	18.75	22.50	45.00	67.50	112.50

KHON, 5kw, 138kc, Aloha, Grant

D	6.88	8.25	13.75	22.00	33.00	55.00
N	13.75	16.50	27.50	44.00	66.00	110.00

KIKI, 250w, 860kc, Western Radio Sales, Tracy-Moore

D	4.75	6.75	8.00	16.00	24.00	40.00
N	9.50	13.50	16.00	32.00	48.00	80.00

KPOA, 5kw, 630kc, MBS, Hollingbery

D	9.00	12.00	16.50	33.00	48.00	81.00
N	15.00	20.00	27.50	55.00	80.00	135.00

KULA, 10kw, 690kc, ABC, Young

D	10.00	12.50	15.00	30.00	45.00	75.00
N	20.00	25.00	30.00	60.00	90.00	150.00

LIHUE, 3,870 pop.; Kauai Co.; Lihue Dist. (Kauai I.); TV alloc.: Chans. 3, *8, 10, 12.

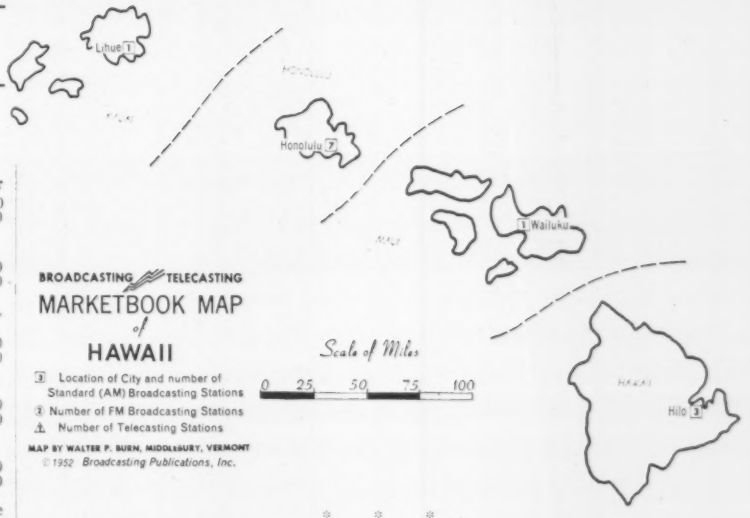
KTOH, 250w, 1490kc, Aloha, Grant

D	3.75	4.50	6.00	12.00	18.00	30.00
N	7.50	9.00	12.00	24.00	36.00	60.00

WAILUKU, 7,424 pop.; Maui Co., Wailuku Dist. (Maui I.); TV alloc.: Chans. 3, 8, *10, 12.

KMVI, 1kw, 550kc, Aloha, Grant

D	3.60	5.40	7.20	14.40	21.60	33.00
N	8.10	10.00	14.40	28.80	43.20	72.00



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MARKET INDICATORS FOR HAWAII

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		499,794	'50	423,330	'40
Urban Population		344,869	'50	264,262	'40
Rural Population		154,925	'50	159,068	'40
Percent Urban		69%	'50	62.4%	'40
Retail Sales	$	434,931	'51		

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

PUERTO RICO

SPOT RATE FINDER

AGUADILLA, 18,276 pop.; Aguadilla Municipality.

WABA, 250w, 1240kc
(Rates upon request)

ARECIBO, 28,659 pop.; Arebico Municipality; TV alloc.: Chan. 13.

WCMN, 1kw, 1280kc

	SB	1M	5M	15M	30M	1 Hr
D		3.00	4.00	10.00	17.50	30.00
N		4.00	5.00	12.50	25.00	40.00

BAYAMON, 20,171 pop.; Bayamon Municipality.

WENA, 25w, 1560kc

D	1.00		3.75	6.50	12.50	25.00
N	1.50		5.00	12.50	25.00	50.00

CAGUAS, 33,759 pop.; Caguas Municipality; TV alloc.: Chan. 11.

2 AM non-affiliates, average 1-time rates

D		1.25	3.50	7.50	13.25	27.50
N		2.25	5.00	10.50	19.50	38.75

WJFR, 250w, 1240kc
(CP)

WMIA, 250w, 1450kc

D		1.75	3.00	7.00	13.00	25.00
N		2.50	5.00	10.00	19.00	37.50

WVJP, 250w, 1110kc

D	.75	1.50	4.00	8.00	13.50	30.00
N	1.00	2.00	5.00	11.00	20.00	40.00

FAJARDO, 15,336 pop.; Fapardo Municipality.

WMDD, 250w, 1490kc

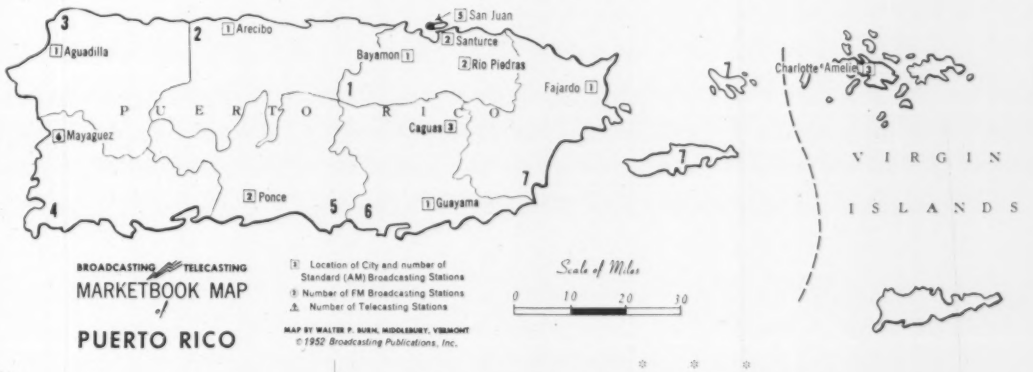
D		1.75	2.50	5.00	10.00	20.00
N		3.00	4.50	8.75	17.50	35.00

GUAYAMA, 19,408 pop.; Guayama Municipality.

WXRF, 1kw, 1590kc

D	.65	1.00		3.75	7.50	15.00
N	1.00	1.50		6.25	12.50	25.00

Note: All rates one-time. Population, home and radio home figures given for cities over 10,000. Sources: See foreword.



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MAYAGUEZ, 58,944 pop.; Mayaguez Municipality; TV alloc.: Chans. 3, 5.

2 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	1.22	1.35	3.30	7.08	12.32	23.24
N	2.01	2.76	6.44	12.70	22.15	42.00

WAEL, 250w, 1400kc

D		.87	2.31	4.61	9.23	18.45
N		2.03	4.69	9.38	18.75	37.50

WKJB, 1kw, 710kc, Inter-American

D		2.00		9.00	16.00	30.00
N		3.50		12.00	22.00	42.50

WORA, 1kw, 1150kc, Guzman

D	1.30	1.25	3.38	6.75	11.25	22.50
N	2.50	2.25	6.38	12.75	21.25	42.50

WPAA, 250w-D, 1190kc
(CP)

WPRA, 10kw, 990kc, Continental

D		1.50	5.00	10.00	15.00	25.00
N		4.00	10.00	20.00	30.00	50.00

WTIL, 1kw, 1330kc

D	1.14	1.13	2.53	5.06	10.13	20.25
N	1.52	2.03	4.69	9.38	18.75	37.50

PONCE, 99,492 pop.; Ponce Municipality; TV alloc.: Chans. 7, 9.

2 AM non-affiliates, average 1-time rates

D	2.00	4.50	10.00	14.00	26.50	35.00
N	5.00	6.00	13.00	14.25	37.50	50.00

WPAB, 5kw-D, 1kw-N, 550kc, Inter-American

D		4.00		10.00	18.00	35.00
N		5.00		13.50	25.00	50.00

MARKET INDICATORS FOR PUERTO RICO

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		2,210,703	'50	1,869,255	'40
Urban Population		894,813	'50	566,357	'40
Rural Population		1,315,890	'50	1,302,898	'40
Percent Urban		40.5%	'50	30.3%	'40
Retail Sales	$	370,000,000	'51		

Note: 1951 Retail Sales, copyright 1952 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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WPRP, 5kw, 910kc, Guzman

	SB	1M	5M	15M	30M	1 Hr
D	2.00	5.00	10.00	18.00	35.00	
N	5.00	7.00	13.00	25.00	50.00	

RIO PIEDRAS, 132,438 pop.; Rio Piedras Municipality.

WRIO, 1kw, 1320kc

D		3.00		10.00	20.00	40.00
N		4.00		12.50	25.00	50.00

WWWW, 250w, 1520kc
(No rates available)

SAN JUAN, 224,767 pop.; San Juan Municipality; TV alloc.: Chans. 2 (El Mundo Bcstg. Corp. grant), 4, *6.

3 AM affiliates, average 1-time rates

D	6.00	8.83	6.50	13.50	25.00	48.33
N	12.00	15.00	15.00	28.67	54.67	106.67

2 AM non-affiliates, average 1-time rates

D		10.00		14.50	27.50	55.00
N		18.00		24.87	46.25	87.50

WAPA, 10kw, 680kc, ABC, MBS, Guzman

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	6.50	10.00	18.00	35.00
N	12.00	15.00	15.00	27.00	52.00	100.00

WITA, 250w, 1400kc

D				6.50	11.75	22.50
N				16.00	30.00	50.00

WKAQ, 5kw, 620kc, CBS, Inter-American

D		12.50		17.00	32.00	60.00
N		15.00		32.00	62.00	120.00

WKVM, 25kw, 810kc, Young

D		10.00		20.00	37.50	75.00
N		18.00		33.75	62.50	125.00

WNEL, 5kw, 860kc, NBC, Pan-American

D		7.50		13.50	25.00	50.00
N		15.00		27.00	50.00	100.00

SANTURCE, 195,007 pop.; San Juan Municipality.

WIAC, 10kw, 740kc

D		7.00	6.00	10.00	18.00	35.00
N		15.00	15.00	25.00	50.00	100.00

ALABAMA

BIRMINGHAM
WLBS, 1kw, 900kc

Lang.	Listeners	Mins. Wkly.
Spanish	.....	60

ARIZONA

BISBEE
KSUN, 250w, 1230kc

Spanish	22,000	105

CLIFTON
KCIF, 250w, 1400kc

Spanish	9,000	.....

COOLIDGE
KCKY, 1kw, 1150kc

Spanish	15,000	30
Pima Indian	6,000	45

DOUGLAS
KAWT, 250w, 1450kc

Spanish	9,000	180

FLAGSTAFF
KCLS, 250w, 1340kc

Spanish & Indian	40%	450

KGPH, 250w, 1230kc

Spanish	5,000	180
Navajo	25,000	20

GLOBE
KWJB, 250w, 1240kc

Spanish	8,000	225

KINGMAN
KGAN, 250w, 1230kc

Spanish	500	60

MESA
KTYL, 1kw, 1310kc

Spanish	.....	480
Italian	.....	60

PHOENIX
KIFN, 250w-D, 860kc

Spanish	85,000	Total Schedule

KPHO, 5kw, 910kc

Lang.	Listeners	Mins. Wkly.
Spanish	20%	75

SAFFORD
KGLU, 1kw, 1480kc

Spanish	12,000	210

TUCSON
KCNA, 5kw-D, 500w-N, 580kc

Spanish	150,000	360

KOPO, 250w, 1450kc

Spanish	26,000	870

KTUC, 250w, 1400kc

Spanish	35,000	355

KVOA, 1kw, 1290kc

Spanish	.....	1,575

Number of listeners is station estimate. For source write direct to station manager.

CALIFORNIA

BAKERSFIELD
KAFY, 1kw, 550kc

Spanish	.....	630

KERO, 250w, 1230kc

Spanish	75,000	540

BANNING
KPAS, 250w, 1490kc

Spanish	5,000	150

BARSTOW
KWTC, 250w, 1230kc

Spanish	6,000	30

BLYTHE
KYOR, 250w, 1450kc

Spanish	.....	300

COALINGA
KBMX, 500w-D, 1470kc

Spanish	50,000	840

CORONA
KBUC, 500w, 1370kc

Spanish	100,000	1,300

DELANO
KCHJ, 1kw-D, 1010kc

Spanish	.....	435

FORT BRAGG
KDAC, 250w, 1230kc

Italian, Finnish	.....	45

FRESNO
KGST, 1kw-D, 1600kc

Lang.	Listeners	Mins. Wkly.
Spanish		1,680
Armenian		210
Japanese	110,000	75
German		60
Portuguese		30
Italian		60

KYNO, 1kw, 1300kc

Spanish	30,000	360

HANFORD
KNGS, 1kw, 620kc

Spanish	110,000	690
Portuguese	85,000	120
Italian	20,000	60

LODI
KCVR, 1kw-D, 1570kc

Portuguese	.....	240

LOS ANGELES
KFVD, 5kw, 1020kc

Spanish	500,000	360

MERCED
KYOS, 5kw, 1480kc

Portuguese, Italian & Mexican	.....	1,010

MODESTO
KBOX, 1kw, 970kc

Portuguese, Mexican	20%	75

KMOD, 1kw, 1360kc

Italian, Spanish	350,000	135

MONTEREY
KMBY, 250w, 1240kc

Italian	20,000	60
Spanish	15,000	60

MT. SHASTA
KWSD, 250w, 1340kc

Italian	20%	60

OAKLAND
KWBR, 1kw, 1310kc

Spanish	.....	420
Portuguese	.....	390
Italian	.....	420

ONTARIO
KOCS, 250w-D, 1510kc

Italian	14,000	120

PASADENA
KWKW, 1kw, 1300kc

Spanish	550,000	3,060
Italian	90,000	540
Portuguese	28,000	30

PITTSBURG
KECC, 1kw, 990kc

Spanish	.....	180
Italian	.....	60

SACRAMENTO
KGMS, 1kw-D, 1380kc

Spanish	25,000	45

KROY, 250w, 1240kc

Spanish	40,000	170

SALINAS
KSBW, 1kw, 1380kc

Spanish, Italian	15,000	420

SAN BERNARDINO
KCSB, 500w,1350kc

Mexican	50,000	675

KFXM, 1kw, 590kc

Mexican	60,000	420

KITO, 5kw, 1290kc

Spanish	20,000	540

KRNO, 250w, 1240kc

Spanish	17,000	720

SAN FRANCISCO
KGIL, 1kw, 1260kc

Spanish	25,000	420

KSAN, 250w, 1450kc

Italian, Spanish, Greek, Serbian, Chinese, German	.....	1,040

SANGER
KSJV, 1kw-D, 900kc

Lang.	Listeners	Mins. Wkly.
Spanish	25,000	1,260

SAN JOSE
KLOK, 5kw-D, 1kw-N, 1170kc

Spanish, Portuguese, Italian, Slavic, French, Polish	1/3 of Total	2,280

KEEN, 1kw, 1370kc

Spanish	200,000	.....
Portuguese	49,000	.....
Italian	100,000	.....

KSJO, 1kw-D, 500w-N, 1590kc

Spanish	35,000	840

SAN RAFAEL
KTIM, 1kw-D, 1510kc

Portuguese	35,000	200

SANTA ANA
KVOE, 1kw, 1480kc

Spanish	30,000	180

SANTA BARBARA
KDB, 250w, 1490kc

Italian	6,500	135

KIST, 250w, 1340kc

Spanish	30,000	420

KTMS, 1kw, 1250kc

Italian	3,000	60
Spanish	10,000	210

SANTA CRUZ
KDON, 5kw, 1460kc

Spanish	50,000	525
Portuguese		60

SANTA MARIA
KCOY, 250w, 1400kc

Spanish	5,000	300
Portuguese	3,000	60

KSMA, 250w, 1240kc

Spanish	10,000	60

SANTA MONICA
KOWL, 5kw-D, 1580kc

Spanish	500,000	1,170
Jewish	250,000	450
Italian	150,000	30
German	.....	45
Greek	.....	30
Hungarian	.....	30
Japanese	.....	75
Scandinavian	.....	60
Serbian	.....	30
Lithuanian	.....	30

SANTA PAULA
KSPA, 250w, 1400kc

Spanish	4,800	6,660

SANTA ROSA
KSRO, 1kw, 1350kc

Italian & Portuguese	120,000	90

STOCKTON
KGDM, 5kw, 1140kc

Spanish	100,000	75
Portuguese	300,000	60
Italian	200,000	120

KSTN, 1kw, 1420kc

Filipino	20,000	55

KXOB, 1kw, 1280kc

Spanish	12,500	150

TULARE
KCOK, 1kw, 1270kc

Portuguese & Spanish	18,960	750

TURLOCK
KTUR, 1kw, 1390kc

Portuguese	5,000	420
Italian	3,000	150
Swedish	8,000	75
Spanish	4,000	120

VISALIA
KKIN, 250w, 1400kc

Spanish	2,400	330

KOWL

The Most Powerful
FOREIGN LANGUAGE STATION *in the* WEST

KOWL is the only station in Los Angeles majoring in *language programs* that *completely covers* Southern California.

KOWL therefore gives you exclusive coverage of
1. City of Los Angeles
2. Los Angeles County
3. San Diego in Orange County
WITH A 0.5 MV SIGNAL

Unlike New York and Chicago, the language groups are not highly concentrated in a particular section of Los Angeles; they are somewhat scattered, not only within the city but throughout Los Angeles County and Southern California. To reach them, it is essential to have POWER AND PROGRAMMING. KOWL has both.

Owned and Operated by Art. Croghan

KOWL 5000 WATTS Clear Channel
LOS ANGELES — SANTA MONICA, CAL.

ONLY JOE ADAMS, ON KOWL, REACHES ALL NEGROES !

"CITIES WITHIN CITIES"

. . . the ITALIAN population in Metropolitan Los Angeles is nearly 100,000
. . . the NEGRO population is 350,000
. . . the SPANISH-AMERICAN population is 550,000

TOTAL—ONE MILLION PEOPLE

. . . who are extremely loyal to their "own" personalities and programs—and to the advertisers who direct sales messages to them.

OUR KWKW and KWKW-FM PERSONALITIES AND DEEJAYS CATER DAILY TO THIS RESPONSIVE AUDIENCE.

Reach This "Buying Million" In Los Angeles With

K W K W
Pasadena—Los Angeles
National Representative—Forjoe & Co.

WATSONVILLE
KHUB, 250w, 1340kc

Lang.	Listeners	Mins.	Wkly.
Spanish	12,000		180
Portuguese			60
Slavonian			120

YUBA CITY
KUBA, 1kw-D, 1600kc

Spanish	26,300		150

COLORADO

ALAMOSA
KGIW, 250w, 1450kc

Spanish	2,150		480

DENVER
KTLN, 1kw-D, 1150kc

Spanish	132,300		480

GREELEY
KYOU, 250w, 1450kc

Spanish	15,000		270

LONGMONT
KLMO, 250w-D, 1050kc

Spanish	56,000		870

MONTROSE
KUBC, 1kw-D, 1260kc

Spanish	8,000		75

PUEBLO
KDZA, 250w, 1230kc

Spanish	60,000		630

KCHS, 5kw-D, 1kw-N, 1350kc

Slovenian	15,000		60
Spanish	25,000		60

TRINIDAD
KCRT, 250w, 1240kc

Spanish	40,360		360
Italian			360

CONNECTICUT

DANBURY
WLAD, 250w-D, 800kc

Italian	.....		30
Polish	.....		55
Lebanese	.....		30

HARTFORD
WCCC, 500w-D, 1290kc

Italian	150,000		40
Ukrainian	8,000		40
German	12,000		30

WTHT, 250w, 1230kc

French	.....		120
Jewish	.....		

MERIDEN
WMMW, 1kw-D, 1470kc

Polish	.....		15

Number of listeners is station estimate. For source write direct to station manager.

EXCLUSIVE!

WITH FOREIGN AUDIENCES IN THE MULTI-BILLION DOLLAR SAN FRANCISCO MARKET

Programs Daily in:

Language	Population*
ITALIAN	175,000
SPANISH	85,000
GREEK	25,000
CHINESE	40,000
GERMAN	20,000
FRENCH	25,000

* U. S. Census Bureau

1ST WITH THE 180,000 NEGROES, TOO!

2 HOURS DAILY BEAMED DIRECTLY AT THIS AUDIENCE

KSAN

SAN FRANCISCO

MIDDLETOWN
WCNX, 500w-D, 1150kc

Lang.	Listeners	Mins.	Wkly.
Polish	10,500		60
Italian			60

NEW BRITAIN
WHAY, 5kw, 910kc

Italian	150,000		1,710

WKNB, 1kw-D, 840kc

Polish	181,400		205
Italian	169,000		160
Lithuanian	12,000		60

NEW LONDON
WNLC, 250w, 1490kc

Italian	20,000		60
Polish			115

NORWALK
WNLK, 500w, 1350kc

Italian	40,000		390
Polish	21,000		60
Hungarian	26,000		120

NORWICH
WICH, 250w, 1400kc

Polish, French & Italian	50,000		300

STAMFORD
WSTC, 250w, 1400kc

Italian	.....		60
Polish	.....		85

WATERBURY
WWCO, 250w, 1240kc

Italian	56,000		210
Polish	15,000		30
Lithuanian	20,000		60

DELAWARE

WILMINGTON
WTUX, 500w, 1290kc

Italian	26,000		180
Polish	17,000		
Yiddish	7,000		

FLORIDA

CLEARWATER
WTAN, 250w, 1340kc

Greek	5,000		120
Spanish	10,000		

CORAL GABLES
WTTT, 250w, 1490kc

Yiddish			150
Polish	120,000		60
Spanish			300
Italian			840

HOLLYWOOD
WHWD, 500w, 1320kc

Spanish	1,435		105

JACKSONVILLE
WIVY, 1kw, 1050kc

Greek	8,000		60

LAKE WORTH
WEAT, 250w, 1490kc

Finnish	4,000		45

MIAMI
WGBS, 50kw-D, 10kw-N, 710kc

Spanish	35,000		30

WIOD, 5kw, 610kc

Spanish	25,000		70

MIAMI BEACH
WINZ, 1kw, 940kc

Yiddish	75,000		280
Italian	26,250		

WMBM, 1kw-D, 830kc

Jewish	.....		210
Hungarian	.....		
Syrian	.....		

TAMPA
WALT, 1kw-D, 1110kc

Spanish	50,000		375

WEBK, 1kw-D, 1590kc

Spanish	30,000		960
Italian	20,000		

GEORGIA

ATLANTA
WBGE, 250w, 1340kc

Greek	5,000		60

IDAHO

BOISE
KGEM, 10kw, 1140kc

Basque	10,000		15

ILLINOIS

CHICAGO
WEDC, 250w, 1240kc

Czech, Polish, Italian, Russian & Greek	.....		.....

WHFC, 250w, 1450kc

Polish	.....		735
Lithuanian	.....		315
Greek	.....		260
Bohemian	.....		660
Ukrainian	.....		60
Slovenian	.....		60
Spanish	.....		135
Italian	.....		300
Jewish	.....		80

WSBC, 250w, 1240kc

Italian	375,000		740
German	700,000		180
Polish	720,000		260
Bohemian	200,000		150
Slovak	200,000		30
Jewish	420,000		300
Greek	100,000		180
Spanish	.....		60
Swedish	220,000		30

EAST ST. LOUIS
WTMV, 250w, 1490kc

Polish	5,325		90

ELMWOOD PARK

Polish	500,000		1,080
German	300,000		
Jewish	200,000		

JOLIET
WJOL, 250w, 1340kc

Croat-Slovak	.....		120

OAK PARK
WOPA, 250w, 1490kc

Polish	500,000		900
Italian	200,000		
Ukrainian	75,000		
Spanish	75,000		

PEORIA
WEPO, 1kw-D, 1020kc

Italian	58,000		55

ROCKFORD
WROK, 1kw-D, 500w-N, 1450kc

Italian & Swedish	10,714		60

INDIANA

GARY
WWCA, 1kw, 1270kc

Spanish, Polish, Lang.	Listeners	Mins.	Wkly.
Greek & Serbian	120,000		360

HAMMOND
WJOB, 250w, 1230kc

Polish, Hungarian, Slovak & Spanish	.....		360

MICHIGAN CITY
WIMS, 1kw-D, 1420kc

Polish	.....		90

SOUTH BEND
WHOT, 250w, 1490kc

Polish & Hungarian	40,000		210

WJVA, 250w-D, 1580kc

Polish	26,000		165
Hungarian	15,250		
Serbian	3,250		
German	9,750		

WSBT, 5kw, 960kc

Polish	45,000		100
Hungarian	12,000		

(Continued on page 224)

DIRECT IMPACT!

for

INCREASED SALES!

★

WSBC SELLS Chicago's Foreign Language market MORE effectively at LOWER cost!

ONE low rate buys TEN Major Markets: Polish, Italian, Jewish, Bohemian, German, Slovak, Swedish, Greek, Spanish, Negro.

REACH this responsive, economically-sound, basic market successfully, directly!

★

WSBC

the low cost medium in Chicago

2400 W. Madison Street MOnroe 6-9060

Forjoe & Co., Nat'l Reps.

FOREIGN LANGUAGE

(Continued from page 219)

IOWA

CHARLES CITY
KCHA, 250w-D, 1580kc

Lang.	Listeners	Mins.	Wkly.
German	1,000		15

DES MOINES
KWDM, 1kw, 1150kc

Scandinavian	70,000		330
Italian	12,000		120
Croatian-Bohemian	6,000		75
Spanish	less than 1,000		60

KANSAS

LAWRENCE
KLWN, 500w-D, 1320kc

Spanish	.....		30

KENTUCKY

COLUMBIA
WAIN, 1kw-D, 1270kc

Spanish	100		15

LOUISIANA

ABBEVILLE
KROF, 1kw-D, 960kc

French	2%		300

CROWLEY
KSIG, 250w, 1450kc

French	150,000		300

HOUMA
KCIL, 250w, 1490kc

French	44,000		90

JENNINGS
KJEF, 500w-D, 1290kc

French	60,000		180

LAFAYETTE
KLFY, 1kw-D, 500w-N, 1420kc

French	225,000		110

KVOL, 1kw, 1330kc

French	45%		210

LAKE CHARLES
KPLC, 5kw-D, 1kw-N, 1470kc

French	20%		60

NEW IBERIA
KANE, 250w, 1240kc

French	.....		.....

KVIM, 1kw-D, 1570kc

French	50,000		75

NEW ORLEANS
WBOK, 1kw-D, 800kc

Italian	58,000		60

WJBW, 250w, 1230kc

Italian	20%		60

OPELOUSAS
KSLO, 250w, 1230kc

French	170,000		730

MAINE

BIDDEFORD
WIDE, 250w, 1400kc

French	21,600		360

LEWISTON
WCOU, 250w, 1240kc

French	32,000		120

WLAM, 5kw, 1470kc

French	40,000		195

PRESQUE ISLE
WAGM, 250w, 1450kc

French	50,000		15

WATERVILLE
WTVL, 250w, 1490kc

French	30,000		45

Number of listeners is station estimate. For source write direct to station manager.

MARYLAND

BALTIMORE
WBMD, 1kw-D, 750kc

Lang.	Listeners	Mins.	Wkly.
Italian, Polish, Jewish, German, Greek & Lithuanian	.....		.....

WWIN, 250w, 1400kc

Polish & Italian	.....		390

CUMBERLAND
WDYK, 250w, 1230kc

Italian	.....		60

SILVER SPRING
WGAY, 1kw-D, 1050kc

Greek	12,000		30

MASSACHUSETTS

BOSTON
WBMS, 1kw-D, 1090kc

Greek	under 50,000		60
Albanian			30
Lithuanian			60
Italian	300,000		30
Jewish	150,000		60

WMEX, 5kw, 1510kc

Italian	275,000		590

BROCKTON
WBET, 1kw-D, 990kc

Lithuanian	15,000		30

CHICOPEE
WACE, 1kw-D, 730kc

Polish & French	100,000		840

FITCHBURG
WEIM, 1kw, 1280kc

Finnish	5,000		90

WFGM, 1kw-D, 1580kc

French	50,000		90
Finnish	50,000		60
Italian	.....		30

FRAMINGHAM
WKOX, 1kw-D, 1190kc

Italian	35%		120
Lithuanian	9%		

GARDNER
WHOB, 250w, 1490kc

French, Finnish & Polish	25,000		60

GREENFIELD
WHAI, 250w, 1240kc

Polish	2,000		90

HAVERHILL
WHAV, 250w, 1490kc

Arabic, Italian, French & Polish	.....		240

HOLYOKE
WHYN, 1kw, 560kc

Polish	44,610		120

WREB, 500w-D, 930kc

Polish	100,000		330
Portuguese	10,000		30
Greek	25,000		60
Italian	55,000		45

LOWELL
WCAP, 1kw-D, 980kc

French	.....		120

MEDFORD
WHIL, 500w-D, 1430kc

Syrian	80,000		
Armenian	70,000		
Greek	120,000		345
Lithuanian	95,000		
Italian	175,000		
Portuguese	78,000		

NEW BEDFORD
WBSM, 100w, 1230kc

Portuguese	40,000		90
Polish	12,000		

WNBH, 250w, 1340kc

French	50,000		60
Portuguese			120

NORTH ADAMS
WMNB, 250w, 1230kc

Polish & Italian	30,000		60

PITTSFIELD
WBEC, 250w, 1490kc

Lang.	Listeners	Mins.	Wkly.
Italian	7,000		90
Polish	5,000		

WBRK, 250w, 1340kc

Polish & Italian	15,000		120

SALEM
WESX, 250w, 1230kc

Greek	25,000 to 50,000		60
Lithuanian	25,000 to 50,000		60
Polish	25,000 to 50,000		60

SPRINGFIELD
WJKO, 5kw-D, 1600kc

Polish, French, Italian, Greek & Jewish	.....		600

WSPR, 1kw, 1270kc

Polish	.....		45
Italian	.....		45

TAUNTON
WPEP, 1kw-D, 1570kc

Portuguese	13,000		65

WARE
WARE, 1kw-D, 1250kc

French	60,000		60

WEST SPRINGFIELD
WTXL, 250w, 1490kc

Italian	50,000		55

WORCESTER
WAAB, 5kw, 1440kc

Swedish, Greek, Albanian & Lithuanian	.....		150

MICHIGAN

ALPENA
WATZ, 250w, 1450kc

Polish	.....		120

BAY CITY
WGRO, 500w-D, 1260kc

Polish	25%		15

DETROIT
WJLB, 250w, 1400kc

Armenian	15,000		30
German	190,000		300
Greek	35,000		90
Hungarian	55,000		60
Italian	150,000		360
Jewish	85,000		180
Lithuanian	10,000		45
Roumanian	45,000		30
Syrian	50,000		45
Spanish-Mexican	21,000		30
Ukrainian	100,000		45
Polish	350,000		350

FLINT
WMRP, 250w-D, 1510kc

Hungarian	1%		15

GRAND RAPIDS
WGRD, 1kw-D, 1410kc

Polish	40,000		60

HOUGHTON
WHDF, 250w, 1400kc

Finnish	15,000		150

IRONWOOD
WJMS, 1kw, 630kc

Finnish	37,000		90

ISHPEMING
WJPD, 250w, 1240kc

Finnish	.....		60
Italian	.....		60

LUDINGTON
WKLA, 250w, 1450kc

Lithuanian	1,500		60

MARINE CITY
WSDC, 1kw, 1590kc

Polish, Ukrainian	250,000		250

MINNESOTA

ALBANY
KASM, 500-w-D, 1150kc

German	90,000		45

BEMIDJI
KBUN, 250w, 1450kc

Indian	8,000		15

CLOQUET
WKLK, 250w, 1230kc

Finnish	40%		120
Polish			60

DULUTH
KDAL, 5kw, 610kc

Finnish	100,000		30

WREX, 10kw-D, 5kw-N, 1080kc

Finnish	150,000		105

FAIRMONT
KSUM, 1kw, 1370kc

Swedish, German	.....		75

FERGUS FALLS
KGDE, 1kw, 1250kc

Norwegian	60%		30

GRAND RAPIDS
KBZY, 250w, 1490kc

Finnish	10,000		60

SOUTH ST. PAUL
WCOW, 5kw-D, 1590kc

Polish	55,000		60

STILLWATER
WSHB, 250w-D, 1220kc

Scandinavian	56,000		360

THIEF RIVER FALLS
KTRF, 250w, 1230kc

Swedish, Norwegian	.....		60

WADENA
KWAD, 1kw, 920kc

Finnish	15%		90

MISSISSIPPI

CLEVELAND
WCLD, 250w, 1490kc

Lang.	Listeners	Mins.	Wkly.
Spanish	.....		30

MISSOURI

ST. LOUIS
KSTL, 1kw-D, 690kc

Slavic, German, Italian	.....		330

WEW, 1kw-D, 770kc

Italian	2,700		30

NEBRASKA

COLUMBUS
KJSK, 1kw-D, 900kc

Czech	.....		30
German	.....		45

NEW HAMPSHIRE

BERLIN
WMOU, 250w, 1230kc

French	12,000		60

MANCHESTER
WFEA, 5kw, 1370kc

Polish, French, Greek	65%		120

WKBR, 250w, 1240kc

French	45,000		210
Greek	9,000		150
Polish	6,000		60

WMUR, 5kw-D, 1kw-N, 610kc

French	20,000		105

NASHUA
WOTW, 1kw-D, 900kc

French, Greek Polish	500,000		.....

ROCHESTER
WWNH, 1kw-D, 930kc

French	40%		100

NEW JERSEY

ATLANTIC CITY
WFPG, 250w, 1450kc

Italian	24,000		180

CAMDEN
WKDN, 1kw-D, 800kc

Greek	25,000		60
Polish	200,000		30
German	300,000		30

TRENTON
WTTM, 1kw, 920kc

Italian	350,000		60

VINELAND
WWBZ, 1kw, 1360kc

Italian	.....		60

NEW MEXICO

ALAMOGORDO
KALG, 250w, 1230kc

Spanish	15%		300

ALBUQUERQUE
KGGM, 5kw, 610kc

Spanish	180,000		60

KOAT, 250w, 1240kc

Spanish	38%		840

KVER, 250w, 1340kc

Spanish	40%		720

ARTESIA
KSVP, 250w, 1450kc

Spanish	15,000		90

CARLSBAD
KPBM, 1kw-D, 740kc

Spanish	25,000		150

FARMINGTON
KVBC, 250w, 1240kc

Navajo	3,000		60

LAS CRUCES
KOBE, 250w, 1450kc

Spanish	40%		585

LAS VEGAS
KFUN, 250w, 1230kc

Spanish	28,440		720

ROSWELL
KGFL, 250w, 1400kc

Spanish	10%		120

SANTA FE
KVSF, 1kw, 1260kc

Spanish	50,000		420

SILVER CITY
KSIL, 250w, 1340kc

Spanish	65%		570

NEW YORK

ALBANY
WABY, 250w, 1400kc

Polish	.....		180

WOKO, 5kw, 1460kc

Italian	10%		60
Polish	12%		30
Ukrainian	3%		45

WPTR, 50kw, 1540kc

Polish	7,767		60

WROW, 5kw-D, 1kw-N, 590kc

Italian	90,000		30

AMSTERDAM
WCSS, 250w, 1490kc

Polish	60,000		
Italian	35,000		360
Ukrainian	8,000		
Lithuanian	1,000		

BUFFALO
WKBW, 50kw, 1520kc

Polish	250,000		105

WDok BROADCASTS DAILY

for

CLEVELAND'S

MAJOR

NATIONALITY GROUPS

TOTALING 343,000 PEOPLE

5,000 WATTS **WDok** 1260 KC

DUNKIRK
WFCB, 500w, 1410kc

Lang.	Listeners	Mins.	Wkly.
Polish	70,000		180

JAMESTOWN
WJOC, 250w, 1340kc

Swedish	40,000		60
Italian			60

KENMORE
WXRA, 1kw-D, 1080kc

Polish	300,000	360
Hungarian	40,000	30

KINGSTON
WKNY, 250w, 1490kc

Polish	.....	60

LIBERTY
WVOS, 250w, 1240kc

Jewish	7,900	75

MIDDLETOWN
WALL, 250w, 1340kc

Polish	20,000	120

NEW YORK
WBNX, 5kw, 1380kc

Italian	1,624,950	720
German	1,531,600	420
Spanish	650,000	900

WEVD, 5kw, 1330kc

Jewish	2,750,000	3,180

WHOM-FM, Chan. 222, 92.3mc, 11kw

Chinese, Turkish, Swiss, German, Russian Ukrainian	.....	720

WLIB, 1kw-D, 1190kc

Jewish	2,500,000	750
Polish		1,440

WOV, 5kw, 1280kc

Italian	2,103,737	3,780

WWRL, 5kw, 1600kc

Spanish	650,000	2,040
German	903,109	960
Polish	412,000	120
Russian	125,000	120
Ukrainian	51,000	30
Lithuanian	33,000	60
Hungarian	123,000	120
Syrian	28,000	45
French	53,000	30
Greek	53,000	210
Czechoslovakian	58,000	480

NIAGARA FALLS
WHLD, 5kw, 1270kc

Polish, Ukrainian, Italian, Roumanian	.....	1,285

WJJL, 1kw-D, 1440kc

Polish	125,000	60

OYSTER BAY
WKBS, 250w-D, 1520kc

Italian	150,000	420
Polish	60,000	420

PEEKSKILL
WLNA, 500w-D, 1420kc

Italian	.....	75

POUGHKEEPSIE
WEOK, 1kw-D, 1390kc

Italian	25,000	75

ROCHESTER
WARC, 1kw, 950kc

German	.....	30

WSAY, 1kw, 1370kc

Italian, Jewish, German, Polish, Ukrainian	.....	.....

WVET, 5kw, 1280kc

Italian	60,000	180

ROME
WKAL, 250w, 1450kc

Polish	22,000	60
Italian	48,000	60

SCHENECTADY
WSNY, 250w, 1240kc

Polish	25,000	240
Italian	40,000	60

SYRACUSE
WNDR, 5kw, 1260kc

Polish	35,000	55

UTICA
WGAT, 1kw-D, 500w-N, 1310kc

Italian	40.9%	180
Polish	25%	120

WIBX, 5kw, 950kc

Polish, Italian	25%	165

WRUN, 5kw-D, 1kw-N, 1150kc

Italian	35,000	105
Polish	25,000	210

NORTH DAKOTA

FARGO
KFGO, 5kw, 790kc

Norwegian, Finnish	.....	60

MINOT
KLPM, 5kw-D, 1kw-N, 1390kc

Norwegian	50,000	30

OHIO

AKRON
WADC, 5kw, 1350kc

Italian, Hungarian	.....	55

WCUE, 1kw, 1150kc

Italian, Greek	10,000	60

CANTON
WCMW, 1kw-D, 1060kc

Slovak	5,000	15

WAND, .5kw-D, 900kc

Italian	75,000	15

CLEVELAND
WDOK, 5kw, 1260kc

Czech	40,000	90
German	75,000	30

Number of listeners is station estimate. For source write direct to station manager.

Lang.	Listeners	Mins.	Wkly.
Greek	5,000		30
Hungarian	35,000		180
Italian	35,000		60
Polish	75,000		90
Slovak	40,000		30
Slovenian	30,000		90
Ukrainian	8,000		30

WERE, 5kw, 1300kc

Polish, Italian, Bohemian, Hungarian, Slovak, Yiddish	448,000		300

WJMO, 1kw-D, 1540kc

Italian, Hungarian, Polish, German, Slovene, Slovak	602,000		each 30

WSRS, 250w, 1490kc

Ukrainian	14,834	45
Italian	24,639	60
Hungarian	.....	90
Czech	26,389	60
Jewish	.....	30
Croatian	16,361	90
Greek	.....	30
Polish	28,140	30

DAYTON
WONE, 5kw, 980kc

Hungarian	10%	30

ELYRIA
WEOL, 1kw, 930kc

Serbian	15%		
Slovenian	15%		60
Polish	30%		

STEUBENVILLE
WSTV, 250w, 1340kc

Italian, Polish	19,000	140

TOLEDO
WTOD, 1kw, 1560kc

Polish	130,000	360

WARREN
WHHH, 5kw, 1440kc

Greek	15,000	45

PENNSYLVANIA

ALLENTOWN
WHOL, 250w, 1230kc

German	150,000	30

BARNESBORO
WNCC, 500w-D, 950kc

Italian, Polish	30,000	90

BRADDOCK
WLOA, 1kw-D, 1550kc

Hungarian, Slovak, Croatian, Lithuanian, Polish, Slovenian	350,000	255

CARBONDALE
WCDL, 250w, 1230kc

Italian	50,000	390

CLEARFIELD
WCPA, 1kw-D, 900kc

Italian	10%	30

DUBOIS
WCED, 250w, 1230kc

Polish	5,000	60

ERIE
WIKK, 5kw, 1330kc

Polish, Italian	76,000	135

WLEU, 250w, 1450kc

Polish	.....	60
Italian	.....	30

HOMESTEAD
WHOD, 250w-D, 860kc

Italian	.....	990
Polish	.....	780
Greek	.....	240
Croatian	.....	210
Slovak	.....	120
Jewish	.....	180
Serbian	.....	30
Arabic	.....	30
Lithuanian	.....	30

LEMOYNE
WCMB, 1kw-D

Italian	90,000	60

McKEESPORT
WEDO, 1kw-D, 810kc

Polish	20%	25

WMCK, 1kw, 1360kc

Slovak, Croatian	50,000	60

NORRISTOWN
WNAR, 500w-D, 1110kc

Italian	.....	30

PHILADELPHIA
WDAS, 250w, 1400kc

Irish			300
Jewish	800,000		2,400
Ukrainian			120

WHAT, 250w, 1340kc

Italian	300,000	780
Jewish	250,000	240
Spanish	70,000	60

WTEL, 250w-D, 860kc

Albanian	5,000	30
German	400,000	375
Greek	20,000	90
Hungarian	20,000	30
Latvian	6,000	30
Lithuanian	25,000	90
Polish	250,000	540
Slovak	5,000	30
Ukrainian	25,000	90

PITTSBURGH
WPIT, 1kw-D, 730kc

Slovak	200,000		105
Ukrainian	100,000		

POTTSVILLE
WPPA, 1kw-D, 500w-N, 1360kc

Polish	40,000	60

RED LION
WGCB, 1kw-D, 1440kc

Pennsylvania Dutch	50%	15

SCRANTON
WSCR, 1kw-D, 500w-N, 1320kc

Lang.	Listeners	Mins.	Wkly.
Polish	125,000		420
Italian	100,000		390

SUNBURY
WKOK, 250w, 1240kc

Pennsylvania Dutch	5%	30

UNIONTOWN
WMBS, 1kw, 590kc

Italian, Polish, Slovak	.....	120

WARREN
WNAE, 1kw-D, 1310kc

Italian	5,000	30

WILKES-BARRE
WBRE, 250w, 1340kc

Italian	75,000	390
Polish	250,000	150

WILK, 5kw-D, 1kw-N, 980kc

Polish	.....	75
Lithuanian	.....	60
Italian	.....	60

RHODE ISLAND

PAWTUCKET
WPAW, 1kw-D, 550kc

French	200,000	420
Italian	250,000	735
Portuguese	50,000	60
Polish	175,000	60

PROVIDENCE
WICE, 500w-D, 1290kc

Jewish, Portuguese	.....	120

WRIB, 1kw, 1220kc

Italian	30,000	1,470

WESTERLY
WERI, 250w, 1230kc

Italian	.....	240

WOONSOCKET
WWON, 250w, 1240kc

French	.....	225

SOUTH DAKOTA

HURON
KIJV, 250w, 1340kc

German	15%	45

TEXAS

ABILENE
KRBC, 5kw-D, 1kw-N, 1470kc

Spanish	.....	25

KWKC, 250w, 1340kc

Spanish	6,000	30

ALICE
KBKI, 1kw, 1070kc

Spanish	50%	.....

ALPINE
KVLF, 250w, 1240kc

Spanish	10,000	720

AUSTIN
KTXN, 1kw-D, 1370kc

Spanish	75,400	4,260

BAYTOWN
KREL, 1kw, 1360kc

Spanish	125,000	805

BEEVILLE
KIBL, 250w, 1490kc

Spanish	185,000	1,380

BIG SPRING
KTXC, 100w, 1400kc

Spanish	5,000	3,600

BRADY
KNEL, 250w, 1490kc

Spanish	10,000	75

BROWNFIELD
KTFY, 250w-D, 1050kc

Spanish	25,000	.....

BROWNSVILLE
KBOR, 1kw, 1600kc

Spanish	350,000	1,020

BRYAN
KORA, 250w, 1240kc

Czech	.....	60

COLORADO CITY
KVMC, 500w-D, 1320kc

Spanish	2,500	135

CORPUS CHRISTI
KEYS, 1kw-D, 500w-N

Spanish	25 to 30%	630

KUNO, 100w, 1400kc

Spanish	48%	2,100

KWBU, 50kw-D, 1030kc

Spanish	2,000,000	12,710

CRYSTAL CITY
KWTN, 250w, 1240kc

Spanish	60%	600

CUERO
KCFH, 500w-D, 1600kc

Spanish	30,000	540

DEL RIO
KDLK, 250w, 1230kc

Spanish	60,000	900

EDINBURG
KURV, 250w-D, 710kc

Spanish	360,000	1,320

EL CAMPO
KULP, 500w-D, 1390kc

Spanish	27%	360
Czech	35%	300

EL PASO
KEPO, 5kw, 690kc

Spanish	50%	120

KSET, 250w, 1340kc

Spanish	100,000	570

FORT WORTH
KWBC, 1kw-D, 970kc

Spanish	77,000	1,380

GALVESTON
KGBC, 1kw-D, 250w-N

Lang.	Listeners	Mins.	Wkly.
Spanish	80,000		240
Czech	15,000		

KLUF, 250w, 1400kc

Spanish	7,500	360

GONZALES
KCTI, 250w, 1450kc

Spanish	35,000	300

HARLINGEN
KGBS, 250w, 1240kc

Spanish	100,000	1,050

KSOX, 50kw-D, 10kw-N, 1530kc

Spanish	75%	810

HILLSBORO
KHBR, 250w-D, 1560kc

Czech	20,000-30,000	420

KINGSVILLE
KINE, 1kw-D, 1330kc

Spanish	90,000	720

LEVELLAND
KLVT, 250w, 1230kc

Spanish	9,500	420

LITTLEFIELD
KVOW, 250w, 1490kc

Spanish	.....	180

McALLEN
KRIO, 1kw, 910kc

Spanish	65%	780

McKINNEY
KMAE, 1kw-D, 1600kc

Spanish	.....	15

MIDLAND
KCRS, 5kw-D, 1kw-N, 550kc

Spanish	25,000	150

KJBC, 1kw-D, 1150kc

Spanish	.....	360

MONAHANS
KVKM, 250w, 1340kc

Spanish	8,000	3,960

NACOGDOCHES
KSFA, 1kw, 860kc

Spanish	9,393	150

NEW BRAUNFELS
KGNB, 1kw-D, 1420kc

Spanish	311,745	720
German	90,830	360

ODESSA
KECK, 1kw-D, 500w-N, 920kc

Spanish	11%	300

PASADENA
KLVL, 1kw-D, 1480kc

Spanish	150,000	4,020

PLAINVIEW
KVOP, 250w, 1400kc

Spanish	25,000	30

PLEASANTON
KBOP, 1kw-D, 1380kc

Spanish	53%	1,680

ROSENBURG
KFRD, 1kw-D, 980kc

Czech	100,000	420
Spanish	225,000	780

SAN ANTONIO
KCOR, 5kw-D, 1kw-N, 1350kc

Spanish	691,493	6,960

KEYL (TV), Chan. 5, 9kw-aur.; 17.9kw-vis.

Spanish	150,000	30

SAN MARCOS
KCNY, 250w-D, 1470kc

Spanish	80,000-95,000	1,200

SEGUIN
KWED, 1kw-D, 1580kc

Spanish	284,900	720

STAMFORD
KDWT, 250w, 1400kc

Spanish	10,000	60

SWEETWATER
KXOX, 250w, 1240kc

Spanish	19,380	60

TAYLOR
KTAE, 1kw-D, 1260kc

Spanish	55,000	180

UVALDE
KVOU, 250w, 1450kc

Spanish	30,000	540

VICTORIA
KNAL, 500w, 1410kc

Spanish	12,000	315

KVIC, 250w, 1340kc

German	60,000	105
Spanish	50,000	105

WESTLACO
KRGV, 5kw, 1290kc

Spanish	200,000	135

VERMONT

MONTPELIER
WSKI, 250w, 1240kc

Italian	2,000	60

RUTLAND
WHWB, 1kw-D, 1000kc

Polish	15,000	85
Italian	12,867	60

VIRGINIA

ALEXANDRIA
WPIK, 1kw-D, 730kc

Greek	.....	90

ARLINGTON
WARL, 1kw-D, 780kc

Yiddish, Italian	150,000	145

WEAM, 5kw, 1390kc

Italian	.....	90

FALLS CHURCH
WFAX, 250w-D, 1220kc

Greek	30,000	60

(Continued on page 222)

FOREIGN LANGUAGE

(Continued from page 221)

WASHINGTON

RENTON
KXRN, 250w, 1230kc

Lang.	Listeners	Mins.	Wkly.
Italian	.....		60

SUNNYSIDE
KREW, 250w, 1230kc

Spanish	3,000-5,000		30

TACOMA
KMO, 5kw, 1360kc

Italian	.....		30

YAKIMA
KIT, 5kw-D, 1kw-N, 1280kc

Spanish (Mexican)	12,000		45

WEST VIRGINIA

FAIRMONT
WVVW, 250w, 1490kc

Italian	.....		60

LOGAN
WLOG, 250w, 1230kc

Italian, Hungarian	.....		30

WEIRTON
WEIR, 1kw, 1430kc

Italian	30,000		90

WHEELING
WKWK, 250w, 1400kc

Polish	20,000		60

Number of listeners is station estimate. For source write direct to station manager.

WISCONSIN

HARTFORD
WTKM, 500w-D, 1540kc

Lang.	Listeners	Mins.	Wkly.
German	20,000		30

KENOSHA
WLIP, 250w-D, 1050kc

Polish	14,000		30

LADYSMITH
WLDY, 250w, 1340kc

Polish	.....		15

MEDFORD
WIGM, 250w, 1490kc

Czechoslovak	.....		60

MILWAUKEE
WEMP, 250w, 1340kc

German, Italian	100,000		150

WFOX, 250w-D, 860kc

German	25%		210
Polish	25%		420
Jewish	.....		60
Greek	.....		30
Swiss	.....		30
Slovak	.....		30

WMIL, 1kw-D, 1290kc

Polish	70%		60
German			60
Croatian			60
Hungarian			60
Italian			60
Slovenian			60

MONROE
WEKZ, 500w-D, 1260kc

Swiss	75,000		210

RACINE
WRJN, 250w, 1400kc

Lang.	Listeners	Mins.	Wkly.
Polish	49,408		270

SHAWANO
WTCH, 1kw, 960kc

German	.....		70

STEVENS POINT
WSPT, 250w-D, 1010kc

Polish	18,500		75

WYOMING

CHEYENNE
KFBC, 250w, 1240kc

Spanish	10,000		30

KVWO, 1kw, 1370kc

Spanish	75,000		315

RAWLINS
KRAL, 250w, 1240kc

Spanish	3,100		45

HAWAII

HONOLULU
KGMB, 5kw, 590kc

Japanese, Chinese, Filipino	190,500		750

KGU, 2.5kw, 760kc

Japanese	186,969		745
Filipino	61,252		130

KHON, 5kw, 1380kc

Japanese, Filipino	38%		1,000

KIKI, 250w, 860kc

Lang.	Listeners	Mins.	Wkly.
Japanese	190,000		830

KULA, 10kw, 690kc

Japanese, Filipino, Chinese	275,000		1,380

LIHUE
KTOH, 250w, 1490kc

Filipino	10,149		570
Japanese	15,470		420

PUERTO RICO

AGUADILLA
WABA, 250w, 1240kc

English	15,000		270

SAN JUAN
WKAQ, 5kw, 620kc — Complete Schedule

Spanish	2,205,398		

WKVM, 25kw, 810kc

Spanish	2,000,000		.....

WNEL, 5kw, 860kc

Spanish	.....		420

SANTURCE
WIAC, 10kw, 740kc — Complete Schedule

Spanish	2,200,000		

METROPOLITAN AREA STATISTICS

(Continued from page 12)

IOWA

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
Cedar Rapids	103,711	89,142	32,013	31,213	97.5
Davenport, Iowa-Rock Island-Moline, Ill.	233,012	198,071	68,945	67,428	97.8
Des Moines	224,920	195,835	70,060	68,519	97.8
Sioux City	103,959	103,627	31,273	30,272	96.8
Waterloo	79,946	65,198	29,204	28,649	98.3

KANSAS

Topeka	104,430	91,247	32,775	31,693	96.7
Wichita	220,213	143,311	69,447	67,016	96.5

KENTUCKY

Ashland-Huntington, W. Va.	245,631	225,668	67,344	62,630	93.0
Lexington	100,746	78,899	27,330	25,253	92.4
Louisville	578,974	451,473	166,163	157,689	94.9

LOUISIANA

Baton Rouge	156,485	88,415	43,115	38,717	89.8
New Orleans	681,037	552,244	196,995	173,947	88.3
Shreveport	174,679	150,203	50,323	43,882	87.2

MAINE

Portland	119,942	106,566	34,565	33,935	98.3

MARYLAND

Baltimore	1,320,754	1,083,300	368,399	357,715	97.1

MASSACHUSETTS

Boston	2,354,507	2,177,621	645,464	637,718	98.8
Brockton	129,297	119,310	37,583	36,907	98.2
Fall River	136,936	135,137	39,704	39,069	98.4
Lawrence	125,528	124,849	36,932	36,378	98.5
Lowell	132,779	130,999	36,204	36,132	99.8
Pittsfield	65,830	60,996	19,048	18,667	98.0
New Bedford	137,366	134,435	41,258	40,598	98.4
Springfield-Holyoke	406,500	364,680	113,730	112,934	99.3
Worcester	273,949	252,752	74,799	73,583	98.4

MICHIGAN

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
Bay City	88,461	74,981	24,741	24,221	97.9
Detroit	2,973,019	2,377,329	829,659	818,873	98.7
Flint	270,034	227,944	77,640	76,320	98.3
Grand Rapids	287,020	246,338	85,525	84,071	98.3
Jackson	107,925	93,108	30,692	30,140	98.2
Kalamazoo	126,019	100,085	36,677	36,017	98.2
Lansing	172,456	130,616	49,447	48,755	98.6
*Muskegon	48,429	47,697	34,889	34,271	98.2
Saginaw	152,838	130,468	42,992	42,046	97.8

* Population data for city limits only.

MINNESOTA

Duluth, Minn.-Superior, Wis.	252,777	254,036	75,578	73,915	97.8
Minneapolis-St. Paul	1,107,338	940,937	323,953	323,220	98.7

MISSISSIPPI

Jackson	141,480	107,273	37,454	31,461	84.0

MISSOURI

Kansas City	814,357	686,643	256,535	248,839	97.0
St. Joseph	93,629	94,067	28,684	27,221	94.9
St. Louis	852,623	815,043	494,855	481,989	97.4
Springfield	104,118	90,541	33,176	31,351	94.5

NEBRASKA

Lincoln	118,260	100,585	36,113	35,138	97.3
Omaha	362,203	325,153	105,762	102,906	97.3

NEW HAMPSHIRE

Manchester	88,370	81,932	26,060	25,605	98.1

NEW JERSEY ★

Atlantic City	132,879	124,066	40,185	37,854	94.2
Trenton	229,412	197,318	59,339	57,262	96.5

★ (See also New York state.)

NEW MEXICO

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
Albuquerque	145,673	69,391	40,346	37,966	94.1

NEW YORK

Albany-Schenectady-Troy	512,527	465,643	154,199	150,190	97.4
Binghamton	184,664	165,749	52,932	51,344	97.0
Buffalo	1,085,606	958,487	306,142	300,019	98.0
New York-North-Eastern New Jersey	12,831,914	11,660,839	3,776,937	3,659,852	96.9
Rochester	484,877	438,230	143,641	136,172	94.8
Syracuse	340,875	295,108	97,213	92,158	94.8
Utica-Rome	283,602	263,163	80,401	76,863	95.6

NORTH CAROLINA

Asheville	122,557	108,755	32,855	29,504	89.8
Charlotte	196,160	151,826	52,639	46,954	89.2
Durham	100,641	80,244	26,081	23,499	90.1
Greensboro-High Point	190,152	153,916	49,772	45,193	90.8
Raleigh	135,942	109,544	33,305	29,941	89.9
Winston-Salem	145,076	126,475	39,678	35,631	89.8

OHIO

Akron	407,981	339,405	119,317	117,289	98.3
Canton	282,060	234,887	80,906	79,126	97.8
Cincinnati	898,031	787,044	276,700	269,506	97.4
Cleveland	1,453,556	1,267,270	427,117	419,856	98.3
Columbus	501,882	388,712	145,388	142,771	98.2
Dayton	453,181	331,343	130,896	128,278	98.0
Hamilton-Middletown	146,792	120,249	41,105	40,036	97.4
Lima	88,183	73,303	25,959	25,440	98.3
Lorain-Elyria	148,162	112,390	41,459	40,713	98.3
Springfield	110,999	95,647	32,877	32,055	97.5
Steubenville-Wheeling, W. Va.	354,092	364,132	100,533	97,115	96.6
Toledo	392,626	344,333	116,662	114,679	98.3
Youngstown	526,599	473,605	145,967	141,880	97.2

OKLAHOMA

Oklahoma City	322,520	244,159	101,916	94,884	93.1
Tulsa	248,658	193,363	77,991	73,234	93.9

OREGON

Portland	701,202	501,275	228,975	222,793	97.3

PENNSYLVANIA

Allentown-Bethlehem-Easton	434,857	396,673	122,599	118,308	96.5
Altoona	138,934	140,358	39,683	37,659	94.9
Erie	218,407	180,889	61,841	58,996	95.4
Harrisburg	291,119	252,216	83,809	80,540	96.1
Johnstown	290,551	298,416	76,364	71,859	94.1
Lancaster	234,137	212,504	65,218	60,979	93.5
Philadelphia	3,660,676	3,199,637	1,019,236	979,486	96.1
Pittsburgh	2,205,544	2,082,556	614,408	591,675	96.3
Reading	254,942	241,884	73,262	70,478	96.2
Scranton	256,208	301,243	71,828	67,949	94.6
Wilkes-Barre-Hazleton	391,226	441,513	106,647	101,848	95.5
York	202,440	178,022	58,935	56,165	95.3

RHODE ISLAND

Providence	732,851	676,766	211,476	209,150	98.9

SOUTH CAROLINA

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
Charleston	159,838	121,105	42,911	35,187	82.0
Columbia	141,880	104,843	35,332	30,527	86.4
Greenville	168,152	136,530	45,066	40,199	89.2

SOUTH DAKOTA

Sioux Falls	70,910	57,697	20,660	19,995	98.4

TENNESSEE

Chattanooga	245,499	211,502	68,650	61,854	90.1
Knoxville	335,664	246,088	88,763	80,863	91.1
Memphis	480,161	358,250	133,504	115,748	86.7
Nashville	320,388	257,267	88,698	81,425	91.8

TEXAS

Amarillo	87,140	61,450	26,886	17,058	95.9
Austin	160,381	111,053	42,584	37,900	89
Beaumont-Austin	160,381	111,053	42,584	37,900	89.0
Corpus Christi	164,629	92,661	43,914	37,415	85.2
Dallas	610,852	398,564	187,033	174,876	93.5
El Paso	197,934	131,067	48,165	42,578	88.4
Fort Worth	359,246	225,521	109,137	101,061	92.6
Galveston	112,226	81,173	33,149	30,597	92.3
Houston	802,102	528,961	239,874	221,883	92.5
Laredo	51,910	45,916	12,794	10,025	77.9
Lubbock	101,048	51,782	28,293	26,030	92.0
San Angelo	52,093	39,302	16,977	15,228	89.7
San Antonio	496,090	338,176	130,745	116,102	88.8
Waco	128,589	101,893	37,835	33,540	88.6
Wichita Falls	98,493	73,604	26,119	24,003	92.3

UTAH

Ogden	83,319	56,714	23,559	23,253	98.7
Salt Lake City	274,208	211,623	78,447	77,506	98.8

VIRGINIA

Norfolk-Portsmouth	409,545	258,927	113,454	103,584	91.3
Richmond	326,863	262,991	90,823	84,647	93.2
Roanoke	132,779	112,184	36,647	34,375	93.8

WASHINGTON

Seattle	726,464	504,980	236,262	230,828	97.7
Spokane	220,149	164,652	69,030	67,442	97.7
Tacoma	275,802	182,081	79,015	77,514	98.1

WEST VIRGINIA

Charleston	319,277	276,247	84,477	79,070	93.6
Huntington, W. Va.-Ashland, Ky.	245,631	225,668	67,344	62,630	93.0
Wheeling-Steubenville, Ohio	354,092	364,132	100,533	97,115	96.6

WISCONSIN

Green Bay	98,314	83,109	26,203	25,658	97.9
Kenosha	75,328	63,505	21,950	21,731	99.0
Madison	168,630	130,660	46,094	45,495	98.7
Milwaukee	863,937	766,885	249,316	246,075	98.7
Racine	109,105	94,047	31,400	31,086	99.0
Superior-Duluth, Wis.	252,777	254,036	75,578	73,915	97.8

REGIONAL NETWORKS

(Continued from page 14)

Garden State Network

541 East State St., Trenton, N. J., Fred L. Bernstein. WNJR Newark, N. J., WCTC New Brunswick, N. J., WTTM Trenton, N. J., WKDN Camden, N. J., WJLK Asbury Park, N. J., WFPG Atlantic City, N. J., WSNJ Bridgeton, N. J.

	SB	1M	5M	15M	30M	1 Hr
D	43.40	64.80	106.50	191.55	315.20	574.20
N	59.05	76.95	126.10	229.60	384.65	677.70

Georgia Association of Local Stations

87½ Fairlie St., N. W., Atlanta, Ga., Sales Director Tom Carr. WATL Atlanta, WDEC Americus, WGAU Athens, WBBQ Augusta, WGIG Brunswick, WLBB Carrollton, WGAA Cedartown, WBHF Cartesville, WMJM Cordele, WMOC Covington, WBLJ Dalton, WDWD Dawson, WMLT Dublin, WBHB Fitzgerald, WDUN Gainesville, WKEU Griffin, WIBB Macon, WFOM Marietta, WMVG Milledgeville, WMGA Moultrie, WFRP Savannah, WWNS Statesboro, WSFT Thomaston, WKTG Thomasville, WWGS Tifton, WLET Toccoa, WVOP Vidalia, WAYX Waycross, WRLD West Point. All in Georgia.

D		70.00	150.00	282.00	420.00	696.00
N		70.00	150.00	282.00	420.00	696.00

Georgia Trio

Rep. Katz Agency Inc. WAGA Atlanta, WMAZ Macon, WTOC Savannah. All in Georgia.

D	39.53	47.60	73.53	121.13	192.10	322.15
N	54.83	67.15	104.93	175.10	280.50	467.50

Granite State Network Inc.

155 Front St., Manchester, N. H. Rep. The Bolling Co. Louis J. Borgatti Inc. President Albin J. K. Malin. WKBR, Manchester, WWNH, Rochester, WTSV Claremont, WTSL Hanover-Lebanon (All in New Hampshire), WTSA Brattleboro, Vt., WHOB Gardner, Mass.

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

Great Northern Broadcasting System

107 First Ave., N.W., Mandan, N. D., Rep. Orville Lawson and Assoc., Sec. & Treas. M. J. Reichert. KDLR Devils Lake, N. D., KGDE Fergus Falls, Minn., KNOX Grand Forks, N. D., KGCU Bismark-Mandan, N. D., KLPM Minot, N. D., KVOX Moorhead, Minn., KGCX Sidney, Mont., KOVC Valley City, N. D., KWHL Marshall, Minn., KWLM Wilmar, Minn. Use station Spot Rate Finder for each station, then apply the following discounts:

10% if three of the stations are used.
15% if five of the stations are used.
20% if all stations are used.

Greater St. Louis Broadcasting System Inc.

427 N. Euclid, St. Louis 8, Mo. Rep. Adam J. Young Jr., Inc. President William E. Ware. KSTL, St. Louis, KXLW, St. Louis, WEW St. Louis, WTMV East St. Louis, Ill.

	SB	1M	5M	15M	30M	1 Hr
D	37.52	37.52	50.03	100.06	150.09	250.12
N	37.52	37.52	50.03	100.06	150.09	250.12

Guy Gannett Broadcasting System

Gannett Bldg., 390 Congress St., P.O. Box 1731, Portland, Me., Rep.: Avery-Knodel Inc. President Guy P. Gannett.

D	17.10	17.10	26.50	53.00	79.50	132.50
N	34.20	34.20	53.00	106.00	159.00	265.00

The Hoosier Network

Colonial Bldg., New Castle, Ind., President Gardner Thomas. WCNB Connersville, WCTW New Castle, WMRI Marion, WFML Washington, WRSW Warsaw. All in Indiana.

D		24.50	42.10	99.00	166.00	280.00
N		24.50	42.10	99.00	166.00	280.00

Industrial Broadcasting System

Box 810, McKeesport, Pa., E. J. Hirshberg. WEDO McKeesport, WISR Butler, WBVP Beaver Falls, WCVI Connellsville, WESA Charleroi, WACB Kittanning, WKRZ Oil City, WDAD Indiana, WJPA Washington, WCED DuBois, WKJF Pittsburgh (all in Penn.), WMOD Moundsville, WEIR Weirton (all in W. Va.), WOHI East Liverpool, Ohio.

D	70.00	75.00	115.00	210.00	350.00	550.00
N	70.00	75.00	115.00	210.00	350.00	550.00

Inter-Island Network

575 Kamoku St., Honolulu, Hawaii, Rep. George P. Hollingbery Co., Fin Hollinger. KPOA Honolulu, KILA Hilo.

D	10.50	14.00	17.50	35.00	52.50	87.50
N	20.00	25.00	30.00	60.00	90.00	150.00

Intermountain Network

145 South Main, Salt Lake City, Utah, Rep. Avery-Knodel Inc., Vice President in Charge of Sales Lynn L. Meyer. KALL Salt Lake City, KLO Ogden, KOVO Provo, KVNU Logan, KOAL Price, KSVC Richfield (All in Utah), KRAM, Las Vegas, Nevada, KWIK Pocatello, KIFI Idaho Falls, KLIX Twin Falls, KFXD Nampa-Boise (All in Idaho), KVRS Rock Springs, KSPR Casper, KOVE Lander, KPOW Powell, KWYO Sheridan, KVWO Cheyenne (All in Wyoming), KBMY Billings, KRJF Miles City, KPRK Livingston, KOPR Butte, KCAP Helena, KMON Great Falls, KOJM Havre, KIYI Shelby, KXLO Lewiston (All in Montana), KNEB Scottsbluff, Nebr., KDSJ Deadwood, S. D., KELK Elko, Nevada.

	SB	1M	5M	15M	30M	1 Hr
D	121.72	121.72	211.54	423.03	634.62	1,057.70
N	185.66	185.66	331.08	662.12	993.13	1,655.30

Iowa Tallcorn Network

Comprised of KWGB Boone, KCIM Carroll, KWCR Cedar Rapids, KROS Clinton, KSIB Creston, KDEC Decorah, KDTH Dubuque, KVFD Fort Dodge, KFJB Marshalltown, KRIB Mason City, KWPC Muscatine, KCOM Sioux City, KICD Spencer, KOEL Oelwein. Consult stations for rates.

Lincoln Dellar Radio Stations

P.O. Box 94, N. Sacramento, Calif., Lincoln Dellar, Rep. John Pearson. KXOA Sacramento, KXOC Chico, KDB Santa Barbara (All in Calif.).

D	19.32	19.32	27.60	55.20	82.80	138.00
N	34.04	34.04	48.21	96.42	144.62	241.04

The Linder Group

307 W. Sixth St., Willmar, Minn. Rep. John E. Pearson Co. President Harry W. Linder. KWLM Willmar, KMHL Marshall, KTOE Mankato, KDMA Montevideo.

D		36.00	72.00	108.00	180.00	
N		48.00	96.00	144.00	240.00	

Long Radio Enterprises

P.O. Box 1391, Bay City, Tex., Managing Director: J. G. Long. KIOX Bay City, KVIC Victoria, KTLW Texas City, Tex. Contact network for rates.

Maine Broadcasting System

157 High St., Portland, Me., Rep. Weed, Bannan. Manager William H. Rines. WCSH Portland, WRDO Augusta, WLBZ Bangor.

D	23.75	23.75	36.10	72.20	108.30	180.50
N	47.50	47.50	72.20	144.40	216.60	361.00

McClatchy Beeline

21st & 9th Sts., Sacramento, Calif., Rep. Raymer, Director of Sales Leo O. Ricketts. KFBK Sacramento, KWG Stockton, KMJ Fresno, KERN Bakersfield, KOH Reno.

D	43.35	43.35	64.60	125.80	188.70	314.50
N	85.00	85.00	129.20	251.60	377.40	629.00

Metropolitan Network

Munsey Bldg., Washington 4, D. C., Rep. Forjoe & Co., Frank U. Fletcher. WGMS Washington, WPIK Alexandria, Va., WGAY Silver Spring, Md., WFAX Falls Church, Va., WUST Bethesda, Md.

	SB	1M	5M	15M	30M	1 Hr
D	24.00	30.00	60.00	120.00	200.00	300.00
N	24.00	30.00	60.00	120.00	200.00	300.00

Michigan Radio Network

1700 Mutual Bldg., Detroit 26, Mich., President James G. Riddell. WXYZ Detroit, WBCM Bay City, WELL Battle Creek, WFDF Flint, WIBM Jackson, WJIM Lansing, WLAV Grand Rapids, WKBZ Muskegon, WKLA Ludington, WGFG Kalamazoo, WHRV Ann Arbor, WSOO Sault Ste. Marie. All in Michigan. For rates consult WXYZ, 1700 Mutual Bldg., Detroit 26, Mich.

Mid South Network

Gilmer Hotel, Columbus, Miss., Manager: Bob McRaney. WCBI Columbus, WROB West Point, WELO Tupelo, WNAG Grenada, WMOX-AM-FM Meridian, WSSO Starkville, WROX Clarksdale. (All in Mississippi.)

D	20.80	20.80	32.50	88.40	130.60	221.00
N	20.80	20.80	32.50	88.40	130.60	221.00

Mo-Kan Network

Besse Hotel, Pittsburg, Kansas, Thad M. Sandstrom, KSEK Pittsburg, Kan., KLKC Parsons, Kans., KDMO Carthage, Mo.

D	10.00	10.00		35.00	60.00	100.00
N	10.00	10.00		35.00	60.00	100.00

Montana Metropolitan Markets Group

146 S. Main St., Salt Lake City 1, Utah. Rep. Avery-Knodel Inc. V. P. in Charge of Sales: Lynn L. Meyer. KBMY, Billings, KMON Great Falls, KOPR Butte (All in Montana).

D		16.68	25.66	51.32	76.99	128.31
N		25.66	39.48	78.96	118.44	197.40

New England Regional Network

26 Grove St., Hartford, Conn., Rep. Weed, Chairman Paul W. Morency. WBZ Boston, Mass., WTIC Hartford, Conn., WJAR Providence, R. I., WCSH Portland, Me., WLBZ Bangor, Me., WRDO Augusta, Me.

D			164.00	308.00	462.00	770.00
N			328.00	616.00	924.00	1,540.00

New Hampshire Group

North Eastern Broadcasting System. Rep. Elmer Kettell. WMOU Berlin, WKNE Keene, WLNH Laconia, WFEA Manchester. (All in New Hampshire).

D	22.00	22.00	37.60	75.20	112.80	188.00
N	33.00	62.00	124.00	124.00	186.00	310.00

North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass. Rep. Elmer Kettell. WCCC Hartford, Conn., WBRY Waterbury, Conn., WABI Bangor, WLAM Lewistown-Auburn, WTVL Waterville (all in Maine), WJOY Burlington, Vt., WHIM Providence, R. I., WMOU Berlin, WKNE Keene, WLNH Laconia, WFEA Manchester, WHEB Portsmouth, WKXL Concord (All in New Hampshire). WACE Chicopee-Springfield, WALE Fall River, WEIM Fitchburg, WKOX Framingham, WHAV Haverhill, WBSM New Bedford, WBEC Pittsfield, WORC Worcester (All in Massachusetts).

	SB	1M	5M	15M	30M	1 Hr
D	125.00	125.00	222.00	444.00	666.00	1,110.00
N	190.00	190.00	352.00	704.00	1056.00	1760.00

Northern Network

P.O. Box 17, Sault Ste. Marie, Mich., Manager Stanley R. Pratt. WMIQ Iron Mountain, WDMJ Marquette, WSOO Sault Ste. Marie.

D	13.50	13.50	22.50	36.00	54.00	90.00
N	18.00	18.00	31.50	54.00	81.00	135.00

Northwest Network

3415 University Ave., St. Paul, Minn. Manager: K. M. Hance. WEBC Duluth, WMFG Hibbing, KYSM Mankato, KROC Rochester, KFAM St. Cloud, WHLB Virginia (All in Minnesota), KFYR Bismarck, WDAY Fargo, N. D., WEAU Eau Claire, WJMC Rice Lake, Wis. (Rates on application.)

Oregon Trail Network

P.O. Box 110, Baker, Ore., Manager Lee W. Jacobs. KBKR Baker, KSRV Ontario, KLBM La Grande.

D	10.75	10.75	15.15	30.75	49.00	81.50
N	10.75	10.75	15.15	30.75	49.00	81.50

Palmetto Network

1 Martin St., Anderson, S. C. Rep. Burn-Smith Co. Inc. General Manager: Glenn P. Warnock. WCOS Columbia, WJMX Florence, WBCU Union-Spartanburg, WAIM Anderson, WTYC Rock Hill, WTND Orangeburg, WGCD Chester, WHSC Hartsville, WSNW Seneca, WKDK Newberry, WALD Waterboro, WDSC Dillon, WACA Camden (All in South Carolina) WGAC Augusta, WBGE Atlanta, WRFC Athens, WGGA Gainesville (All in Georgia).

D	89.00	89.00	200.13	391.00	622.00	1,047.00

Paul Bunyan Network

Paul Bunyan Bldg., Traverse City, Mich., Rep. Hal Holman Co. President & General Manager Les Biederman. WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey, WATC Gaylord. (All in Michigan.)

	SB	1M	5M	15M	30M	1 Hr
D		14.80	29.60	74.00	111.00	185.00
N		14.80	29.60	74.00	111.00	185.00

Personality Stations

WJLS Bldg., Beckley, W. Va., Rep. Weed & Co. President Joe L. Smith Jr., WKNA Charleston, WJLS Beckley, WKWK Wheeling (All in West Virginia).

D	22.90	25.43	39.75	73.80	110.70	184.50
N	29.90	33.12	61.05	114.50	171.75	286.25

Pine Tree Group

Offices North Eastern Broadcasting System, John Hancock Bldg., Boston, Mass., Rep. Kettell-Carter. WABI Bangor, WLAM Lewiston-Auburn, WTVL Waterville (all in Maine).

D	19.00	19.00	33.00	66.00	99.00	165.00
N	28.00	28.00	46.40	92.80	139.20	232.00

Razorback Network

217 East Third St., Little Rock, Ark. General Manager: Emil J. Pouzar. Comprises KXLR & KWAK together with one or more of all other stations in the state of Ark. In multiple-station cities, any one or more stations may be used. Costs are combined station time & line charges.

Rebel Network

P.O. Box 2171, Jackson, Miss. Rep. Hollingbery, Business Manager; Frank Gentry. WJDX Jackson, WAML Laurel, WGCM Gulfport, WFOR Hattiesburg, WTOK Meridian.

D	23.60	40.92	74.40	112.80	191.20
N	36.10	62.75	122.88	192.96	321.60

The Relay Network

144 Westminster St., Providence, R. I., Rep. Headley-Reed and Kettell-Carter (Boston). WHIM Providence, R. I., WORC Worcester, Mass.

D	15.00	15.00	22.00	44.00	66.00	110.00
N	22.00	22.00	44.00	88.00	132.50	220.00

Rocky Mountain Broadcasting System

29 South State St., Salt Lake City, Utah. Rep. George P. Hollingbery Co., Vice President-Sales, S. J. Schile. KUTA Salt Lake City, Utah, KCSU Provo, Utah, KVOG Ogden, Utah, KLAS Las Vegas, Nevada, KGEM Boise, Idaho, KLIX Twin Falls, Idaho, KBIO Burley, Idaho, KWIK Pocatello, Idaho, KIFI Idaho Falls, Idaho, KMON Great Falls, Mont., KOPR Butte, Mont., KOOK Billings, Mont.

	SB	1M	5M	15M	30M	1 Hr
D	57.25	57.25	87.50	162.00	250.00	425.00
N	87.50	87.50	132.50	250.00	375.00	650.00

Rural Radio Network Inc.

306 East State St., Ithaca, N. Y. General Manager Donald K. deNeuf. WVBT Bristol Center, WHDL-FM Olean, WHCU-FM Ithaca, WHLD-FM Niagara Falls, WWNY-FM Watertown, WVCV Cherry Valley, WHVA Poughkeepsie, WVCN DeRuyter, WMSA-FM Massena, WRUN-FM Utica-Rome, WFNF Wethersfield, WFLY Troy. (All in New York.) WQAN-FM Scranton, Pa.

D	23.63	35.43	47.25	94.50	141.40	236.25
N	31.50	47.25	63.00	126.00	189.00	215.00

Southern Minnesota Network

c/o Bulmer & Johnson Inc., 326 WCCO Bldg., Minneapolis, Minn., Miss Vivian H. Bulmer, KROC Rochester, KYSM Mankato, KATE Albert Lea.

D	11.05	15.30	30.60	61.20	91.80	153.00
N	15.30	20.40	40.80	81.60	122.40	204.00

Texas Broadcasting System

Herald Square, Dallas, Tex., Genl. Mgr. Clyde W. Rembert. KRLD Dallas, KABC San Antonio, KTRH Houston.

D			243.20	378.30		628.00
N			457.00	685.50		1,140.00

Texas Plains Stations Inc.

1201 W. Lancaster Ave., Fort Worth 1, Texas, Rep. John Blair & Co. President & General Manager Gene L. Cagle. KRBC Abilene, KLYN Amarillo, KNOW Austin, KBST Big Spring, KBWD Brownwood, WRR Dallas, KFJZ Fort Worth, KGVL Greenville, KTRH Houston, KFRO Longview, KCRS Midland, KRIO McAllen, KPLT Paris, KGKL San Angelo, KABC San Antonio, KRRV Sherman, KCMC Texarkana, WACO Waco, KWFT Wichita Falls.

D			424.99	676.53		1,136.84
N			679.42	1,052.88		1,767.90

Texas State Network Inc.

1201 W. Lancaster Ave., Fort Worth 1, Texas. Rep. John Blair Co., President & Gen. Mgr. Gene L. Cagle. KRBC Abilene, KNOW Austin, KBST Big Spring, KBWD Brownwood, WRR Dallas, KFJZ Fort Worth, KGVL Greenville, KTRH Houston, KCMC Texarkana, KFRO Longview, KCRS Midland, KRIO McAllen, KPLT Paris, KGKL San Angelo, KABC San Antonio, KWFT Wichita Falls, KLYN Amarillo, KTBB Tyler, KRRV Sherman, KABC San Antonio, WACO, Waco (all in Texas). For rates consult Texas State Network Inc.

Texas Quality Network

Correspondence or orders may be addressed to any of stations listed. Rep. Petry. WFAA Dallas, WBAP Fort Worth, WOAI San Antonio, KPRC Houston.

	SB	1M	5M	15M	30M	1 Hr
D			282.80	435.00		725.00
N			474.00	729.00		1,215.00

Tobacco Network Inc.

P.O. Box 1988, Raleigh, N. C. Rep. John E. Pearson Co., Sales Manager K. C. Willson. WRAL Raleigh, WTIK Durham, WFNC Fayetteville, WGNI Wilmington, WHIT New Bern, WGTC Greenville, WCEC Rocky Mount, WJNC Jacksonville.

D	40.00	60.00	120.00	180.00	300.00
N	40.00	60.00	120.00	180.00	300.00

Transit Radio Inc.

29 West 57th St., New York, N. Y. Forjoe & Co. Inc.

	Class A Rush Hrs.	Class B Shop'g Hrs.	Daily Riders
Bradbury Heights, Md.			
WBUZ (FM)	1.44	1.25	21,957
Cincinnati, Ohio			
WKRC-FM	25.00	12.50	411,696
Des Moines, Ohio			
KCBC-FM	5.00	4.00	89,670

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REGIONAL NETWORKS

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Transit Radio (Continued)

	SB	1M	5M	15M	30M	1 Hr
Kansas City, Mo. KCMO-FM			17.00	10.00		427,151
Pittsburgh, Pa WKJF			10.00	8.00		98,069
St. Louis, Mo. KXOK-FM			30.00	18.00		617,836
Tacoma, Wash. KTNT			7.00	5.00		81,940
Trenton, N. J. WTOA (FM)			4.50	3.75		80,997
Washington, D. C. WWDC-FM			16.50	12.00		467,800
Worcester, Mass. WGTR-FM			8.00	5.00		127,269

Tri-City Network Inc.

4646 S. State St., Murray, Utah. Rep. Grant Webb, Walter Biddick Co. President Bob Davies. KMUR Murray, KCSU Provo, KVOG Ogden (All in Utah).

D	30.00	45.00	60.00	105.00
N	30.00	45.00	60.00	105.00

Tri-W Network

Bankhead Long Bldg., Jasper, Ala. President W. W. Bankhead. WWWB Jasper, WWWF Fayette, WWWR Russellville. All in Alabama.

D	2.50	5.00	10.00	25.00
N	2.50	5.00	10.00	25.00

United Broadcasting Co.

Comprising stations WOOK, Wash., D. C., WINX Rockville, Md., WSID Baltimore, Md., WARK Hagerstown, Md., WANT Richmond, Va., WFAN (FM), Wash., D. C.

	SB	1M	5M	15M	30M	1 Hr
D			30.00	60.00	120.00	210.00 300.00
N			30.00	60.00	120.00	210.00 300.00

Union Broadcasting System

136 State St., P.O. Box 1520, Albany, N. Y. Rep. Joseph Hershey McGillvra, Inc. General Manager Jim Healey. WOKO Albany, WXRA Buffalo, WWSC Glens Falls, WHUC Hudson, WKIP Poughkeepsie, WKOP Binghamton, WGAT Utica, WICY Malone, WNBZ Saranac Lake, WCSS Amsterdam, WENT Gloversville, WKNY Kingston, WDOS Oneonta, WELM Elmira, WOLF Syracuse, WEAV Plattsburg. (All in New York). WACE Chicopee, WBEC Pittsfield, WALE Fall River (All in Mass.). WSYB Rutland, Vt., WTOR Torrington, Conn., WFAU Augusta, Me., WWCO Waterbury, Conn., WVOM Boston, Mass., WJOY Burlington, Vt., WKNE Keene, N. H., WJOR Bangor, Me.

D	600.00	1,000.00	1,200.00
N	900.00	1,400.00	1,750.00

Upper Midwest Broadcasting System

935 Northwestern Bank Bldg., Minneapolis, Minn. Rep. Orville Lawson & Assoc. KXRA Alexandria, KBUN Bemidji, KLIZ Brainerd, KROX Crookston, WEVE Eveleth, KDHL Fairbault, KSUM Fairmont, KGDE Fergus Falls, CKFI Int'l Falls-Ft. Francis, KASM Albany, WREX Duluth, KNUJ, New Ulm. (All in Minnesota). KDLR Devils Lake, KDIX Dickinson, KVOX Fargo-Moorhead, KGCU Mandan-Bismarck, KLPM Minot, KOVC Valley City, KGCX Williston-Sydney, KNOX Grand Forks (all in North Dakota). WIKB Iron River, WJMS Ironwood, WJPD Ishpeming, WDBC Escanaba (All in Michigan). KIJV Huron, KORN Mitchell, KIHO Sioux Falls, KWAT Watertown, KABR, Aberdeen, KDSJ Deadwood, KGFX Pierre (All in South Dakota). WHBY Appleton, WBEL Beloit, WATW Ashland, WBIZ Eau Claire, WJPG Green Bay, WLCX LaCrosse, WLDY, Ladysmith, WIBU Madison-Poynette, WLIN Merrill-Wausau, WOBT Rhinelander, WTCH Shawano, WFHR Wisconsin Rapids (all in Wisconsin, KASI Ames, KSTT Davenport, KXIC Iowa City, KSMN Mason City, KCOG Centerville, KOKX Keokuk, KJFJ Webster City, KCHA Charles City, KAYL Storm Lake, KBIZ Ottumwa (All in Iowa), WJAG, Norfolk, KNEB Scottsbluff, KFGT Fremont (all in Nebraska), WMRO Aurora, WCAZ Carthage (Ill.), KXGN Glenview, Mont., KGCX Sydney, Mont.

West Texas Packaged Stations

Radio Station KGKL, St. Angelus Hotel, San Angelo, Tex. Rep. John E. Pearson Co. KRBC Abilene, KGKL San Angelo, KBST Big Spring, KTRN Wichita Falls.

	SB	1M	5M	15M	30M	1 Hr
D			41.60	83.80	124.80	208.00
N			41.60	83.80	124.80	208.00

Western Slope Network

Hillcrest Manor-Grand Junction, Col. Manager Rex Howell. Rep. Hal Holman Co. KFXJ Grand Junction, KGLN Glenwood Springs, KIUP Durango. All in Colorado.

D	10.99	10.00	16.90	33.80	50.70	84.50
N	16.90	16.90	26.00	52.00	78.00	130.00

Wisconsin Network Inc.

Nash Block, Wisconsin Rapids, Wi., Managing Director, George T. Frechette. WIBU Madison-Poynette, WCLO Janesville, WRJN Racine, KFIZ Fond du Lac, WHBL Sheboygan, WHBY Appleton, WJPG Green Bay, WFHR Wisconsin Rapids, WGEZ Beloit.

	SB	1M	5M	15M	30M	1 Hr
D		46.08	69.00	127.80	194.40	324.00
N		57.60	86.25	159.75	243.00	405.00

Wyoming Cowboy Network

Radio Station KFBC, Plains Hotel, Cheyenne, Wyo. Rep. Joseph Hershey, McGillvra Inc. General Manager William C. Grove. KFBC Cheyenne, KOWB Laramie, KRAL Rawlins, KWRL Riverton, KWOR Worland, KODI Cody, KGOS Torrington (All in Wyoming) KSID Sidney, Nebr.

D	37.13	67.50	101.25	168.75
N	55.69	101.25	151.88	253.13

Yankee Network

21 Brookline Ave., Boston 15, Mass., General Manager Linus Travers. WNAC, Boston, WFAU Augusta, WIDE Bridgeport, WICC Fall River, WEIM Fitchburg-Leominster, WHAI Greenfield, WONS Hartford, WHYN Holyoke, WLNH Laconia, WCOU Lewiston-Auburn, WLLH Lowell-Lawrence, WNBH New Bedford, WOCB Hyannis, WNLC New London, WBRK Pittsfield, WPOR Portland, WHEB, Portsmouth-Dover, WEAN Providence, WWON Woonsocket, WSYB Rutland, WWSR St. Albans, WWCO Waterbury, Conn., WDEV Waterbury, Vt., WORC Worcester.

D	256.50	513.00	769.50	1,282.50
N	513.00	1,026.00	1,539.00	2,565.00

Z-Net

Box 1956, Butte, Mont., Mgr. Arne E. Anzjon, KXLF Butte, KXLK Great Falls, KXLJ Helena, KXLQ Bozeman, KXLL Missoula (All in Montana).

D	17.00	17.00	30.00	40.00	80.00	160.00
N	17.00	17.00	30.00	40.00	80.00	160.00

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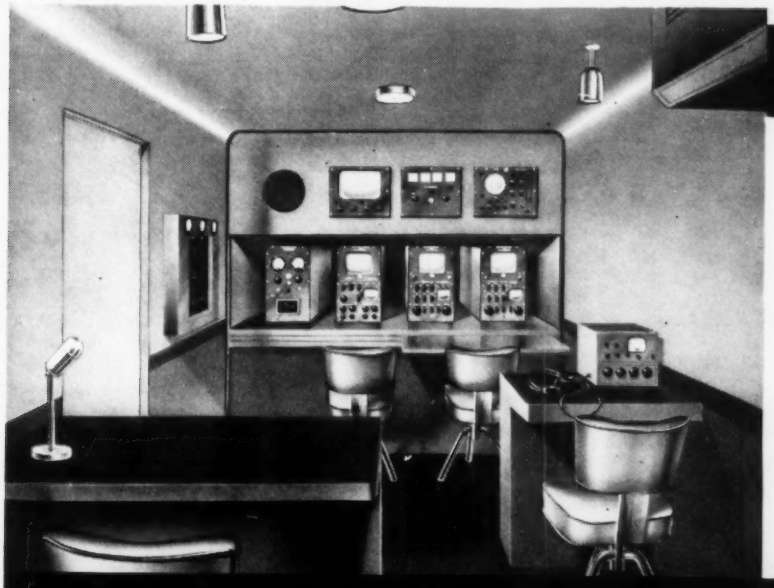

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